

THE REPORTER OF

MAY / 1959

Direct Mail

advertising



"MY MAIL ORDER FAILURE"
... and the experts evaluate the failure



**PUTTING SPICE IN A
MARKETING PROGRAM**



**HOW
150 WIVES
"SOLD"
1502 NEW
DEALERS
IN 80 DAYS**

ALSO

Caviar and Cobblestones Sell Stockings

How American Heritage Uses Banks to Process Orders

For Rest of Issue . . . See Contents Page 4



Feeling Listless? See Your Onomatologist

Members of the Guild staff who practice the science of analyzing and classifying names have two prescriptions for listlessness.

One brings in the extra income that your list is capable of producing. Our job is to find the people who would like to mail to your customers and prospects and to check with you to make sure the offers they plan to send out will meet with your approval. For the last sixty years this service has been developing substantial amounts of extra profits for many prominent companies.

The other prescription is used to treat cases where mailers are suffering from a lack of responsive prospects. Here we carefully analyze market requirements and suggest lists for specific campaigns. Such lists are available from a wide variety of sources and include the names of the active customers of many prominent mail-order companies.

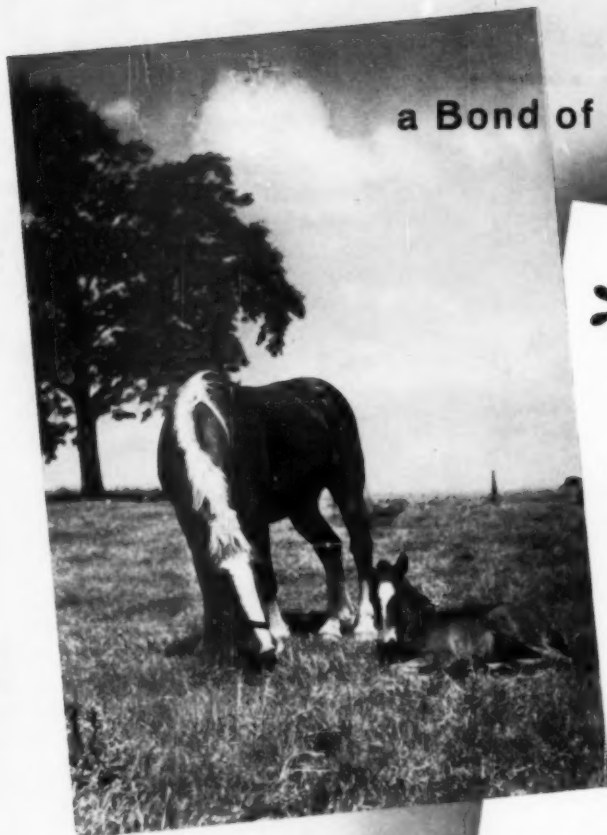
If you want to increase the profits from your mailing list, or if you want to reach larger numbers of responsive prospects, we invite you to contact your Onomatologist.

GUILD OFFICES: 160 Engle St.



ENGLEWOOD, NEW JERSEY

Charter Member National Council of Mailing List Brokers



a Bond of Natural Strength...



The thoroughbred quality of Snowland Bond stems from a proud and healthy family tree. These naturally strong wood fibers grown in scientifically controlled forests provide the desired qualities demanded for the Fraser family of fine printing papers. Snowland Bond has strength, — clean, sparkling, smooth performance besides its uniformity of weight and sharp cutting accuracy. Also outstanding running ability on modern high speed presses. Colors are bright and true — the white shade softly brilliant and eye-appealing to discriminating buyers. Stocked and sold by leading paper merchants everywhere.

SNOWLAND BOND

SNOWLAND DUPLICATOR • SNOWLAND MIMCO



**it's a Fraser Paper!*

For Business Forms, Commercial Printing, Converting Processes, Publications, Catalogues, Directories, and our Snowland Family of fine Printing Papers.

FRASER PAPER, LIMITED

Sales Offices: NEW YORK, CHICAGO • Mills: MADAWASKA, MAINE

TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES

TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES

Give your mailing personnel faster fingers!



TENSION


KWIK-KLASP ENVELOPES!

Cut closure time as much as 33 $\frac{1}{3}$ %

Sure! Employees do work faster with these new metal clasp envelopes. And for two good reasons.

First, fingers never touch the metal. No need to go slowly because of tender fingers. No fear of broken nails.

Second, closing the envelope is so wonderfully easy. Nothing to do but slide flap into place. The rest is automatic. The clasp is self-acting and fastens flap on contact. No pressing. No bending. No turning. No twisting.

WRITE FOR FREE SAMPLES

Kwik-Klasp actually is so simple and easy to use that it cuts closure time over ordinary methods by as much as $\frac{1}{3}$. Think what this means in greater mailing efficiency—in time and money saved on small and medium mailings. Mail coupon for free samples and full information.

Tension Envelope Corporation
Campbell at 19th Street
Kansas City 8, Missouri

Please send free samples of Tension Kwik-Klasp envelopes—also prices and complete information.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

344

THE REPORTER OF

Direct Mail

advertising

Vol. 22, Number 1

May, 1959

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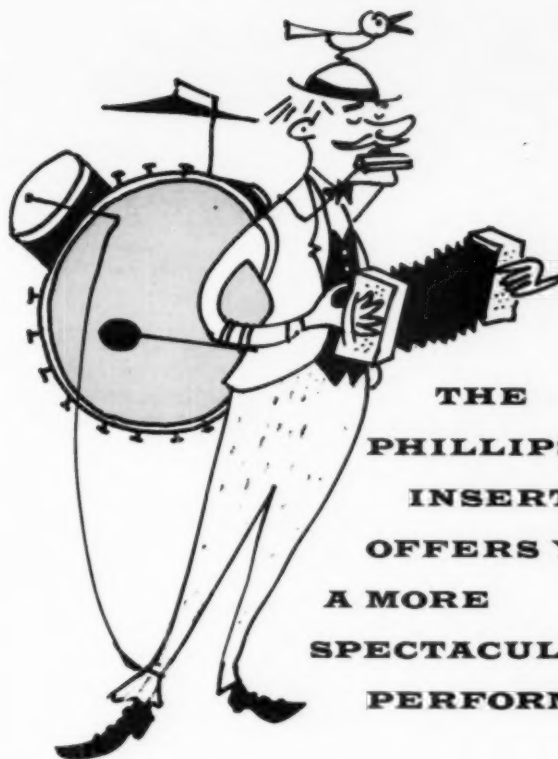
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CUMberland 3-4394



**THE
PHILLIPSBURG
INSERTER
OFFERS YOU
A MORE
SPECTACULAR
PERFORMANCE**

There's a lively parallel between this nimble-footed ambidextrous musician and the Phillipsburg Inserter. Both are one-man operations involving a variety of facilities. But the versatile Phillipsburg is in a class by itself when it comes to multiple-efficiency, for it: gathers, stuffs, seals, meters or prints postal indicia, counts, stacks (ready for the Post Office)—and effects savings of up to 80% of the cost of hand-inserting. If your present mailings exceed 15,000 pieces per month, it's high time that you stopped playing around with dated operations and switched to the fabulous Phillipsburg Inserter.

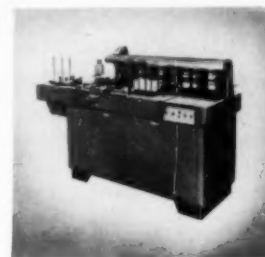
And here's your ticket to a free exhibit of literature or an actual performance.

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell
Phillipsburg**

PHILLIPSBURG, NEW JERSEY
Successor to Inserting and Mailing Machine Company



PHILLIPSBURG INSERTER



Bell & Howell Phillipsburg Co.,
14 E. Jackson Blvd., Chicago 4, Illinois
____ Send brochure, "Modern Mailing through Mechanization"
____ Have representative call to arrange demonstration
____ Send Case History Study on _____
(type of business)
NAME _____
FIRM _____
STREET _____
CITY _____ ZONE _____ STATE _____

R-59



PRIDE
IS THE DIFFERENCE

Atlantic Pastel

Cover and Offset

Adds an extra color to a wide variety of printed pieces without additional printing cost.

Six attractive, matching colors. Distinctive Suede Finish.

Atlantic Pastel lends dignity to fine printing, boosts eye appeal, sets a delightful mood for creative effects.

Available through your Franchised EASTERN Merchant, or write direct for a generous sample.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION

BANGOR, MAINE



SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

□ **HINTS ON BETTER LETTERS** is a pocket-size booklet containing 48 short, to-the-point suggestions for improving business letters. It was originally written by John Yeck of Yeck and Yeck, 349 W. First St., Dayton 2, Ohio, for his clients. Each short suggestion is on a separate page. The idea is that each day you should open the booklet to a different page and leave the suggestion in front of you. Work on it. By the end of a year your letters should be improved. You can now get a copy of the booklet for the small price of 10¢ by writing on your business letterhead to the Y & Y Publishing Co. at above address.



□ **"HOW TO SELL Bank Service by Direct Mail"** is the title of a 133-page book published by Bankers Publishing Co., 89 Beach St., Boston 11, Mass. The price is \$6 and well worth it for anyone in the banking field. It was originally written and published in 1946, when specimens were scarce due to war years. The present edition has been completely revised by author R. E. Doan, who has had wide experience in banking circles . . . formerly managing editor of "The Bankers Magazine." There are about a hundred examples of actual letters used by banks. Some could be improved by Paul Bringe's techniques . . . but they are concrete examples of specific uses . . . and supposedly successful. The 54-point summary or checklist at end of volume is especially valuable. Applies not only to banking . . . but nearly every other type of business.



□ **ALWAYS ENJOY** reading the bi-monthly issues of "Direct Advertising," the official journal of the British Direct Mail Advertising Assn., 3-5 Salisbury Square, London EC4, England. Secretary is Laurence Springett. Now in Vol. III (since it was revived after some years of silence). Seems to be getting better each issue. Our own Orville (Bus) Reed is now conducting a department on letter improvement. Other sections have become more lively than in the past . . .

including some humor. Liked this tale in March/April 1959 copy: A Kentucky rookie met a brisk young second lieutenant. "Mawnin'," drawled the rookie pleasantly. The outraged lieutenant gave him a lecture on military courtesy with emphasis on saluting. "Lawdamighty," replied the rookie when he was through. "If I'da knowed you was gonna carry on like that, I wouldn't of spoke to you at all!"



□ **A SHORT COURSE** in letter improvement is included in a four-page, 4 1/4" x 6" folder produced by Correspondence Improvement Section, Public Relations and Advertising Dept., The Prudential Insurance Company of America, Newark, N. J. Title: "How do You Score as a Letter-Writing Engineer?" Subtitle: "Should you flag down these 'expressions' and switch to the right track?" There are ten divisions in which you should check each letter . . . with a suggested method of scoring. Although prepared for internal use, Prudential has been most liberal about letting outsiders know about their program. We received our copy as a bonus with the monthly newsletter of the American Business Writing Assn. You may be able to get a copy by writing to the Public Relations Department.



□ **SOMETIME BACK** we commented on the breezy news bulletins issued by Brother Peter Schulz, formerly at the Franciscan Friary in Louisville, Ky. Had many of us in stitches . . . reading about his escapades in being transferred to Northern Rhodesia, but winding up in Rome. He has finally landed at destination . . . according to latest equally breezy mimeographed bulletin, plus a long personal letter. If any of you folks who admired his direct mail work, plus his unusual writing ability, would like to write him . . . the new and final address is: Brother Peter, St. Francis College, Box 111, Kitwe, Northern Rhodesia, Africa. He'll appreciate letters from home . . . and he'll write or send you



Printed Offset on Atlantic Offset • Regular Finish • Basis 80

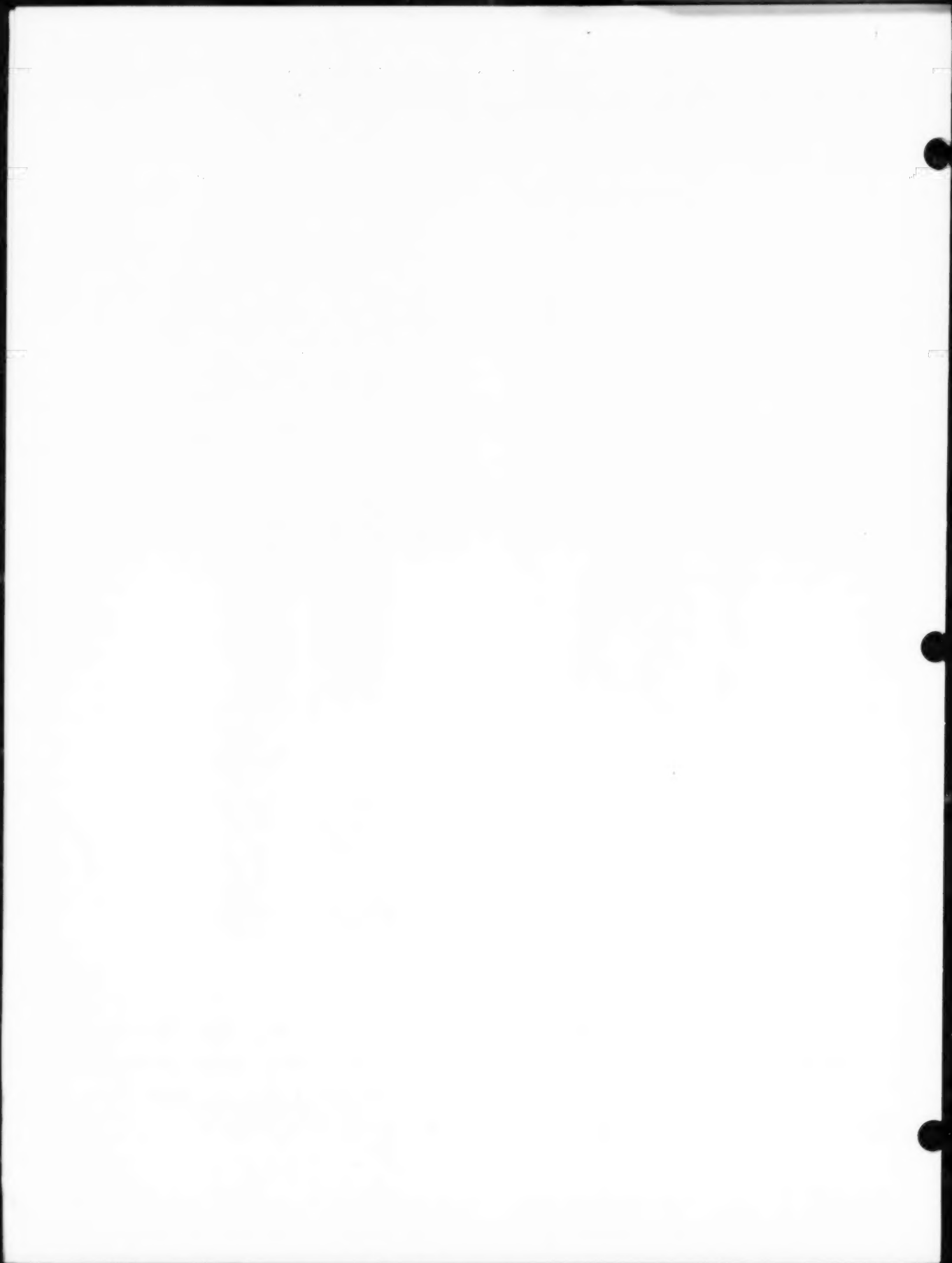
PRIDE IS A SUNFISH. Pride. Born in an instant of sun and water. Revealed in a boy's first catch. Reflected in a father's dream come true. Pride is a part of a man's heritage. Good printers know its truth. Proud craftsmen find it in Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



one of his amazing bulletins, unless the cobras, wild cats, or lions have caught up with him.



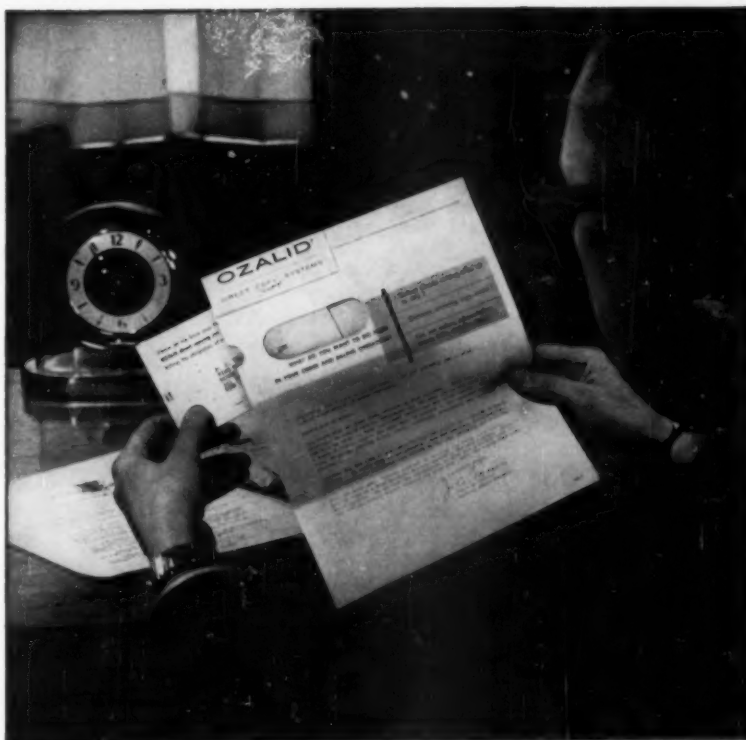
□ **ONCE AGAIN** The American Business Writing Assn. has published its convention report in printed form. All other bulletins are mimeographed. This issue gives digests of most of the convention speeches and well worth reading if you are interested in business writing improvement. Single copy price is \$1, but you can become a member for the small sum of \$5 yearly. Businessmen and women, as well as professional teachers, may belong. For information, write to Francis W. Weeks, Secretary-Treasurer, The ABWA, University of Illinois, 1007 W. Nevada St., Urbana, Ill.



□ **OLD FRIEND PAUL BOLTON**, president of the Public Relations Foundation and an executive officer of the International Association of Wholesalers, is now in France. He flew over Easter Sunday as part of a five-man team representing the United States Trade Mission program. Paul will tour all of France speaking before chambers of commerce and civic clubs. From May 2 on, he will manage a U. S. Trade Information Center at the 48th International Trade Fair in Paris. All of us should be interested in this Trade Mission program. As mentioned previously . . . you should get the 32-page booklet describing it. Contact your nearest U. S. Dept. of Commerce and ask for the pamphlet, "The U. S. Trade Missions Program . . . Policies, Objectives, Responsibilities." Well worth reading.



□ **REPORT ON A FRAUD CASE:** The following appeared in a Post Office Dept. release of March 28, 1959: "For violation of an Affidavit of Discontinuance, a Fraud Order was issued by the Judicial Officer on the recommendation of the General Counsel against the following: Fastway Service, E. S. Lindo at Daytona Beach, Fla. This concern published so-called job lists for sale to people moving to Florida. On February 25, 1958 an Affidavit of Discontinuance was signed as postal officials found the 'lists' to be fraudulently conceived. Subsequently, E. S. Lindo moved his operation north from Miami to Daytona Beach. Numerous people have since journeyed to Daytona Beach in search of employment and none were even able to locate 'Fastway Service' let alone take advantage of the advertised 'employment counseling service.'" This appears to be



5 seconds from now you'll have a direct mail reply

*Plunk in the middle of a busy day,
your Reply-O-Letter urges your prospect
to read—and reply...*

because it takes only seconds for him to get your message, and to use the built-in-reply card—already filled in with his name and address.

Reply-O-Letter is dynamic, door opening saleslettermanship. Every detail—letterhead, headline, 1st paragraph, compelling close, and convenient reply—is calculated to stimulate the reader's impulse to-act-now.

Our 25 years experience is placed at your disposal. Skilled letter writers and artists help you appeal to your prospects. 30 to 50% more replies is invariably the result. Any user will tell you about the wonderful results he gets.

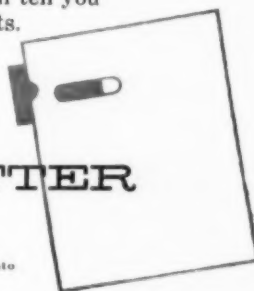
Write on your letterhead
for free booklet: "The 3 R's of
Direct Mail."

REPLY-O-LETTER

9 Central Park West, New York 23, N. Y.

Sales Offices:

New York • Boston • Chicago • Detroit • Cleveland • Toronto



the same promoter who ran numerous homework schemes around the Boston area some years back and who was eventually closed up by postal inspectors. They never learn!



□ **IN SPITE OF ALL EFFORTS** to get a healthier climate between competing media . . . some newspapers still take pot shots at direct mail, just as some magazines are foolishly taking pot shots at television. Worst recent case was a full-page house ad (less one column) in the "New Jersey Courier," published at

Toms River, N. J. Looks like a syndicated layout to be used by county papers. Has a big picture of a filled wastebasket with a sketch of the signing of the Declaration of Independence. The screaming headline read: "Had they foreseen these 'junk mail' advertising throwaways the founding fathers would have flipped their periwigs!" Six bold asinine paragraphs tried to prove that Thomas Jefferson ranked newspapers as more important than government and that he would frown on the offensive mail intruders "which give you nothing, yet ask so much." How silly can these newspaper

attacks get? Another bad case recently appeared in the "Star-News, southern California's finest evening newspaper." Published in Pasadena, Calif. In the "Editor's Diary" . . . Lee Merriman passed along one of the usual crackpot letters from a subscriber, suggesting that in order to get rid of unwanted rubbish, just stuff reply paid envelopes with all your unsolicited advertising and mail to the original mailers. Too bad.



□ **MORE AND MORE COMPLAINTS** are reaching us about the latest rash of "franchise offers" . . . to put you in the "fabulous mail order business." We are sick of looking at accumulating specimens of one of the promoters. Other offers are equally bad . . . including some of the shady mail order journals which list many of the promotions. The best weapon to use against these phonies is to refer all inquiries from people-about-to-be-took to their nearest Better Business Bureau office. Tell them to ask for the excellent booklet, "Facts You Should Know About Earn-Money-at-Home Schemes." Gives all the earmarks for detecting the phonies . . . and lists and describes the eleven major types of rackets. Every reader of The Reporter should have a copy of this booklet in his files . . . to show to neophytes.



□ **A ONE-WEEK SEMINAR** for the advertising executive and his advertising agency counterpart will be conducted July 5-11, 1959, at Harvard Business School. Is being sponsored by the Advertising Federation of America. Purpose of the seminar is to provide insight into the decision-making process at the top-management level as it affects advertising and other marketing functions. Eligible for participation in the seminar are agency executives, advertising executives, and representatives of media associations. Group will be limited to 55 persons. Applications for participation must precede the May 25 deadline. A check for \$250, the all-inclusive fee, should be submitted with each application to the Advertising Federation of America, 250 W. 57th St., New York 19, N. Y.

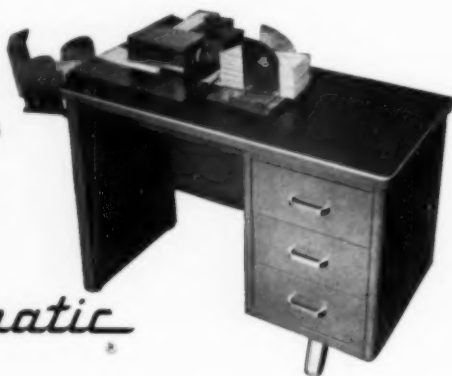


□ **VISUAL ILLUSIONS** became the subject of an interesting folder issued by the Tag & Label Division of Rothchild Printing Co., 52 E. 19th St., New York 3, N. Y. The six die-cut optical illusions tucked into a pocket of the 4" x 6" folder were prepared under the direction of famous color consultant: Faber Birren.

PUNCHED CARD AUTOMATION and ADDRESSING NOW POSSIBLE with COMPACT, SIMPLIFIED

Scriptomatic

MODEL 10



- Model 10 introduces the economies of Scriptomatic methods into every business.
- Switch between hand feed and automatic feeder in less than a minute.
- Available with selective printing mechanism.
- Speed and Simplicity are the key features. Feed of material activates all operations: (Master feeding, ejection, stacking and counting).
- No hand levers or foot pedals.
- No belt conveying mechanism.

WRITE FOR ILLUSTRATED BROCHURE

A PERFECT MARRIAGE...

Punched Card and Scriptomatic Automation

Scriptomatic methods combine all the advantages of punched card automation and conventional addressing equipment. Scriptomatic offers a full range of machines and methods to tie in any punched card system you are using or plan to use. Today you can get all the advantages of a high speed, fully flexible addressing and data writing system . . . at a running cost differential as amazing as the cost comparison between a card and a metal plate. You enjoy not only low first cost but continuing savings in automatic file maintenance, filing space, and elimination of duplicate lists. Scriptomatic is the system geared to tomorrow . . . Imagine your punched card system flowing through a Scriptomatic machine for selective, flexible, high speed addressing.

Write for case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your procedures.

SCRIPTOMATIC, INC.

300 N. 11th Street, Philadelphia 7, Pa.



PRINT FROM CARDS...DOUBLE THE FLEXIBILITY...HALF THE COST

The illusions are supposed to show the importance of color research in approaching your printing problems. At least they are interesting . . . and perhaps you would like to write for a sample.



□ **THE FIRST CHANGE** in the Rosary in more than seven hundred years has been accepted by the Catholic Church . . . so we are told by Reporter reader, Francis C. St. Mary. He would like to get in touch with mail order people who would include the new design in their catalogs for drop shipments. For detailed description, write to St. Mary's Symbolic Rosaries, 276 E. Main St., Malone, N. Y.



□ **MAIL ORDER SHIPPERS** might be interested in a new table model machine called Printmatic, which automatically prints and die cuts pressure-sensitive labels in one operation. Will process



approximately 110 average-size labels per minute. Should be valuable for short-run requirements for handling mail order fulfillment. You can get full details by writing the W. H. Brady Co., 727 W. Glendale Ave., Milwaukee 9, Wis.



□ **"HOW TO GET** your printing dollars' worth" was the title of a two-page article which appeared in the January 1959 issue of "New Jersey Business" magazine. The article was authored by Sherwood A. Barnhard, executive vice president of the Lasky Co., 850 Frelinghuysen Ave., Newark 12, N. J. and lists 22 practical methods of working with your printer so that you get the most for your money. It is well worth reading and naturally the Lasky Co. has reprinted the article in an attractive folder, which is available for free on request.



□ **SHRDLU** was the name selected for the 50th anniversary book of the National Press Club in Washington. A 210-page "affectionate chronicle" of the life and times of this organization of newsmen. In addition to the name, the book was unusual in that it was produced entirely by photo-composition and photo-

lithography. Not one stick of metal type and not a single engraving. It was created by a volunteer staff but professionally produced by Colortone Press, 2412 17th St., NW, Washington, D. C. Because each page could be hand-tailored as the job progressed, there wasn't a single line of overset on Shrdlu. It perhaps sets a new pattern for book printing. In case some of you newcomers don't know what "shrdlu" means . . . when a linotype operator makes a mistake and wants to clear the machine, he usually takes two strokes down the keyboard to fill out the incorrect line and the letters which appear are usually "etaoin" and "shrdlu."

□ **AMERICAN TYPE FOUNDERS CO., INC.** has been purchased by Whitin Machine Works of Whitinsville, Mass., according to an announcement by J. Hugh Bolton, president of Whitin Machine Works.

For the past two and one half years, Whitin has manufactured a substantial part of ATF's printing press equipment, William W. Fisher, president of American Type Founders Company, said in commenting on the acquisition. In 1955 Whitin and ATF entered into a contract for Whitin to manufacture ATF's line of offset presses. At that time Whitin invested more than \$4,500,000 in new

POSTAL RATES UP —

— PRINTING RATES DOWN!

Compare these prices and you, too, will order from NEO.

One Color Printed Two Sides or Two Colors One Side — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	50M	60M	70M	80M	90M	100M
8½ x 11	6.50	5.00	4.75	4.50	4.25	4.00	3.80	3.65	3.55	3.45	3.40
11 x 17	10.00	9.00	8.50	7.50	7.10	6.80	6.65	6.50	6.40	6.30	6.20

Two Colors Printed Both Sides or 4 Colors One Side or 3 One Side and 1 the other — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	50M	60M	70M	80M	90M	100M
8½ x 11	10.00	7.00	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.60	4.40
11 x 17	15.00	12.00	11.00	10.50	9.50	8.80	8.50	8.25	8.00	7.75	7.50

Note: Add 7.50 to overall price on each job for press washup for each color that is not black.

These prices based on copy supplied ready for camera, open line work, no bleed. Prices for halftones, Bendays Etc. on request.

One of our high speed offset presses will produce 200M 8½ x 11, 2 color, 2 side letters in a day!

This is the age of specialization. Use a company that makes 8½ x 11 and 11 x 17 long runs its specialty, in 1, 2, 3 and 4 colors, and full color.

CALL OR WRITE FOR COMPLETE PRICE LIST AND FURTHER INFORMATION

NEO PRINTING CO., INC.

23 E. Wesley Street
So. Hackensack, New Jersey
HUBbard 9-5050
(From NYC, First Dial 11)

P. S. We have a Fotosetter for quality composition service.

NEO PRINTING COMPANY

23 Wesley St., So. Hackensack, N. J.

Send Samples, of Neo-Lith Process to:

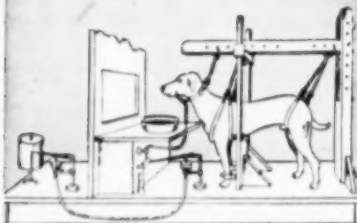
Name

Company

Address

City State

RESPONSE



We don't claim that the mere sight of a Shaller-Rubin prepared mailing piece will start your mail-list prospects licking their chops over the product you advertise . . . but it might!

No psychological mumbo jumbo to it. Just a constant awareness that no matter how fine a product you sell, or service you supply, prospects have to be stimulated before they respond.

That's where we come in . . . with ten years experience (and experiment) in designing direct mail campaigns aimed at achieving—RESPONSE!

If you want to ring the bell that will set off prospect reaction to your company's direct mail, write:



THE
SHALLER-RUBIN
COMPANY, INC.
312 FIFTH AVENUE
NEW YORK 1, N. Y.
OXFORD 5-4680

buildings, machine tools and plant facilities. Whittin's ultra modern plant facilities include more than 72 acres of manufacturing space and one of the largest foundries east of the Mississippi.



□ **ENVELOPES** are most thoroughly explained in the 28-page, 8½" x 11" booklet recently issued by the Envelope Makers of Canada Institute, 77 York St., Toronto 1, Ontario, Canada. The new booklet came to us appropriately in a most attractive envelope with four glassine windows, with the WHY . . . WHERE . . . WHEN . . . HOW . . . of envelopes showing through. It is a complete textbook on the subject . . . giving the history of envelope manufacturing, the methods of manufacturing, valuable tips on putting selling onto the envelope and just about everything else you might like to know. It was prepared with the cooperation of the Canadian Pulp & Paper Assn., Direct Mail Advertising Assn., Envelope Institute of America, Envelope Mfrs. Assn. of America and the Canadian Post Office Dept. We don't know whether it is available for USA distribution but something like it should be. If you can't get a copy any other way, you surely should be able to pick one up during the Montreal convention next September. Everyone connected with this fine industry promotion and public relations job should be complimented.



□ **A SAVINGS ACCOUNT BOOK** was used as the format by the York Corp., subsidiary of Borg-Warner Corp., to show the advantages and benefits of leasing plant or office air conditioners rather than buying them. The little 3¼" x 4¼" booklet simulates the usual savings account pages with lines indicating dates, dividends, withdrawals, deposits, balances, but overprinted on the green lines are the detailed benefits of leasing . . . such as, tax advantages, hedging against inflation, keeping your credit lines open, etc. Very well done. The carrying envelope resembled an account book protecting sleeve. Each branch or dealer was identified by a permit return inquiry card tucked in back.

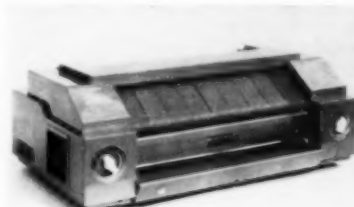


□ **WE LIKE** the series of filing folders being issued by Bruce Payne & Associates, Inc., 600 Fifth Ave., New York 20, N. Y. These people are consultants in corporate planning and each folder contains an interesting case history of a famous planning victory taken from the pages of history . . . each one proving that man's greatest accomplishment

has depended upon previous preparation. Latest piece to reach us contains replica of a letter written by Horatio Nelson on 3 August 1798 to Admiral the Earl of St. Vincent, K.B., Commander-in-Chief. It read: "My Lord: Almighty God has blessed his Majesty's Arms in the late Battle, by a great Victory over the Fleet of the Enemy, who I attacked at sunset on the 1st of August, off the Mouth of the Nile (his signature and wax seal)." On the opposite side of the index folder, a detailed map of the engagement is tipped. Letter and map reproduced on antique parchment paper. An interesting promotion.



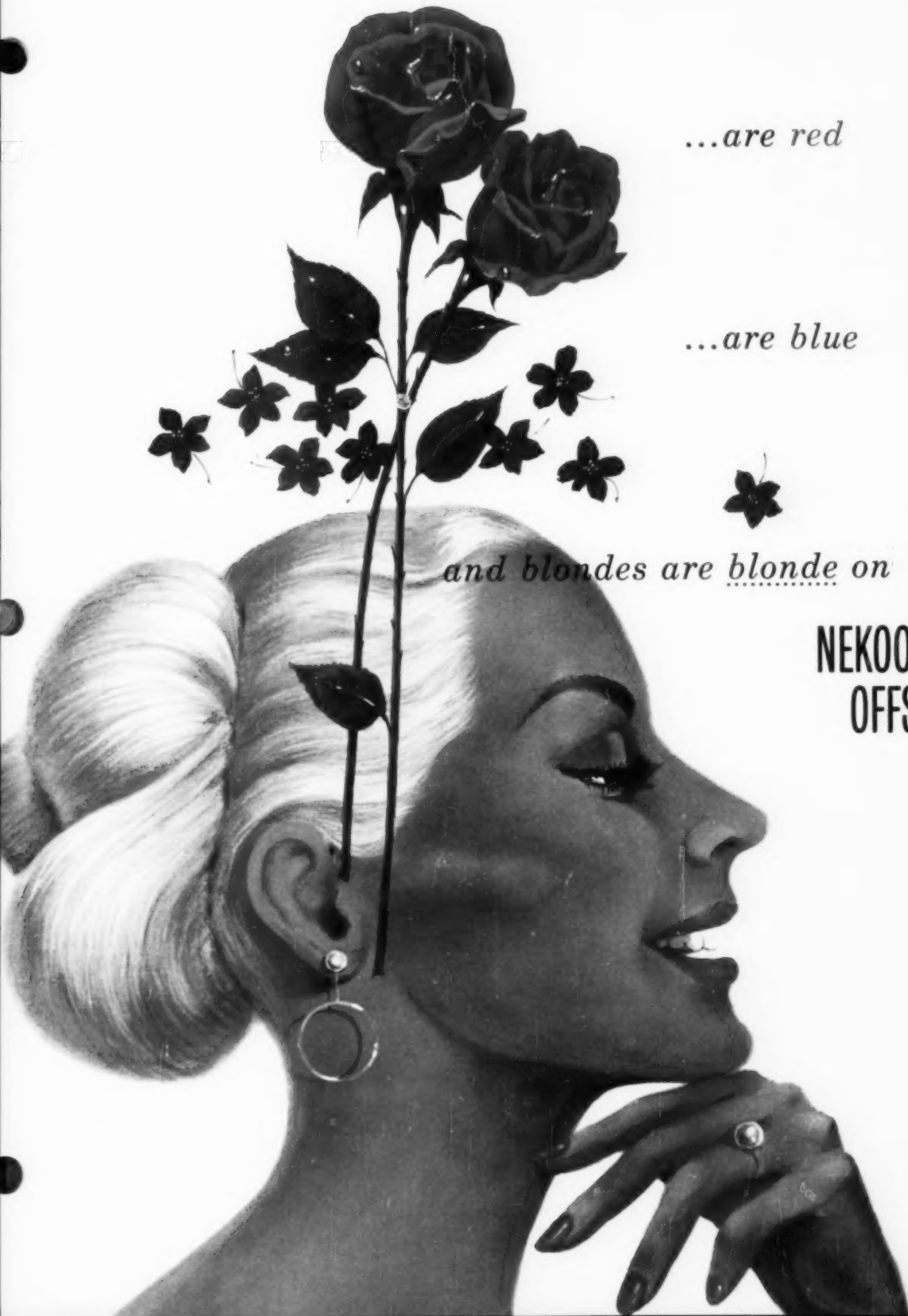
□ **A NEW COMPACT** whiteprint machine which produces sharp, evenly-developed copies for offices has been introduced by the Reproduction Products Co., 12790 Westwood Ave., Detroit 23, Mich., a subsidiary of Ozalid Division, General Aniline and Film Corp. The "Reprofax Viking" has a full 18-inch printing width, ample for processing two



letters side-by-side or for reproducing 18" wide drawings of any length. It is possible to make as many as 450 letter-size copies per hour. Easy-to-read copies can be obtained of anything printed, typed, written or drawn on ordinary translucent paper. Operation is simple, requiring no special training. Can be located anywhere in the office or drafting room since it requires no exhaust venting for fumes or excessive heat. For further information, write to company at address above.



□ **WHY OH WHY** do so many advertisers, in the bubbling enthusiasm of a new something or other, start their letters out with the world-shaking opener, "We are proud to announce the . . ." Who cares how proud you are! If we were a little more sadistic . . . we should print a list of each month's culprits . . . with names yet. There could be red faces . . . but perhaps the bragging habit could be restrained. There are exceptions of course. One recent piece we felt like criticizing at first became appropriate when we understood the purpose. Franklin Shepperson, sales promotion manager

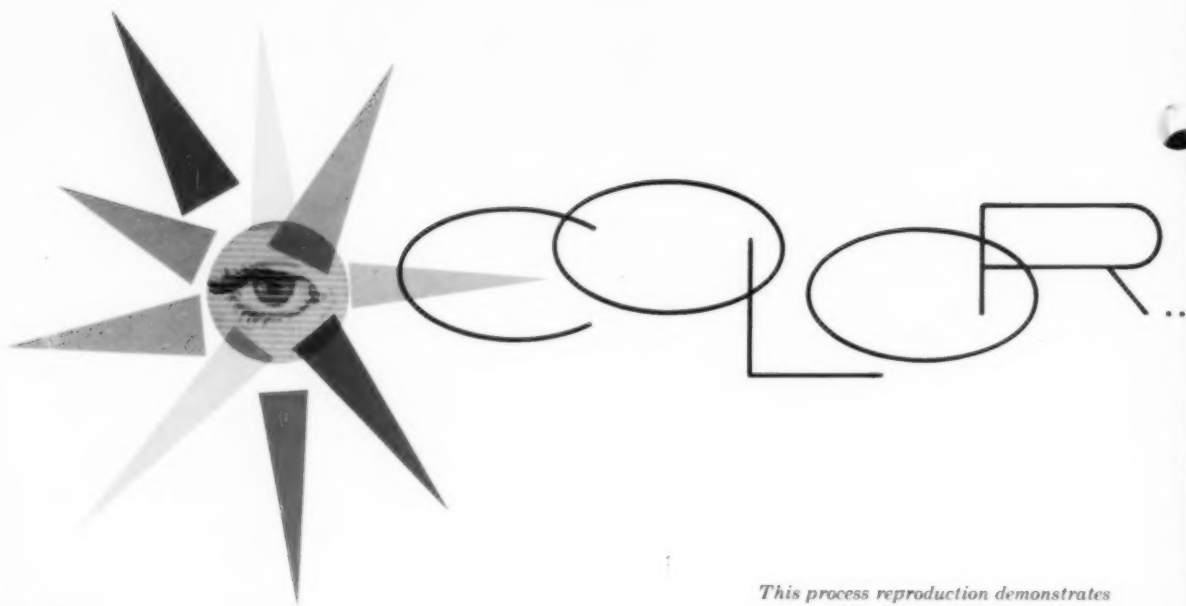


...are red

...are blue

and blondes are blonde on

NEKOOSA
OFFSET !



*DKW, imported car,
Photo courtesy: Imported Auto Distributors, Inc.*

*This process reproduction demonstrates
the exceptional printability of
Nekoosa's Brighter, Whiter Offset Sheet.*





...THAT SPEAKS FOR YOU!

whisper
the message,
or SHOUT it...
it's poetry on paper
*when the paper is **NEKOOSA OFFSET***

For creativeness, craftsmanship, and color, your paper choice *must* be versatile NEKOOSA Offset. Color? It leaps to life on Nekoosa. Blacks and halftones? They're crisp, clean, sharp. There is more than meets the eye, too, for Nekoosa feeds better, does not curl or wrinkle, and inks lay faster, more evenly. Use NEKOOSA Offset . . . brilliant new paper for printing achievement.

Nekoosa Offset, Vellum Finish

Pastel Colors Basis 50, 60 and 70
 8½ x 11 • 8½ x 14 • 17½ x 22½ • 23 x 35
 23 x 29 • 25 x 38 • 35 x 45 • 38 x 50

White, Vellum Basis 50, 60, 70 and 80
 8½ x 11 • 8½ x 14 • 17½ x 22½ • 23 x 35
 23 x 29 • 25 x 38 • 35 x 45 • 38 x 50

Nekoosa Offset, Regular Finish

White only Basis 50, 60, 70, 80 and 100
 Standard Stock sizes

Nekoosa Offset, Fancy Finishes

Finesse, Linen, Ripple

ORCHID

YELLOW

TANGERINE

BLUE

PINK

GREEN

IVORY

GRAY

These colors are reproduced
 by four color process and may
 vary slightly from stock colors.

Ask your Nekoosa Paper Merchant for samples.

Eight pastel colors from glamorous orchid to vigorous gray, demonstrate extra color versatility achieved on Vellum Finish Nekoosa Offset.



Nekoosa OFFSET

is distributed by...



A Abilene, Texas	Southwestern Paper Company	M Macon, Georgia	The Macon Paper Company
Akron, Ohio	Millcraft Paper Company	Memphis, Tennessee	Western Newspaper Union
Albuquerque, New Mexico	Butler Paper Company	Miami, Florida	Everglade Paper Company
Alexandria, Louisiana	Louisiana Paper Company, Ltd.	Milwaukee, Wisconsin	Standard Paper Company
Amarillo, Texas	Kerr Paper Company	Milwaukee, Wisconsin	Universal Paper Company
Appleton, Wisconsin	Universal Paper Company	Minneapolis, Minnesota	Butler Paper Company
Atlanta, Georgia	Vulcan Paper Corporation	Minneapolis, Minnesota	Gopher Paper, Inc.
Atlanta, Georgia	The Whitaker Paper Company	Minneapolis, Minnesota	The Paper Supply Co., Inc.
B Baltimore, Maryland	The Barton, Duer & Koch Paper Co.	Mobile, Alabama	Partin Paper Company
Baltimore, Maryland	The Paper Supply Company	Monroe, Louisiana	Louisiana Paper Company, Ltd.
Baton Rouge, La.	Louisiana Paper Co. of Baton Rouge, Inc.	Montgomery, Alabama	W. H. Atkinson
Battle Creek, Michigan	Cortright Paper Co., Div.	N Nashville, Tennessee	Bond-Sanders Paper Company
Billings, Montana	Yellowstone Paper Company	Newark, New Jersey	The Paper Mart, Inc.
Binghamton, New York	Binghamton Paper Company	New Orleans, Louisiana	Butler Paper Company, Inc.
Birmingham, Alabama	Jefferson Paper Company	New Orleans, Louisiana	The D and W Paper Company, Inc.
Boston, Massachusetts	D. F. Munroe Company	New York, New York	Bishop Paper Company, Inc.
Boston, Massachusetts	Seaboard Paper Company, Inc.	New York, New York	Greenwich Paper Corporation
Boston, Massachusetts	Tileston & Hollingsworth Co.	New York, New York	Herman Grover
Bridgeport, Connecticut	Equity Paper Company	New York, New York	Marquardt & Company Incorporated
Buffalo, New York	Gebhard Paper Co., Inc.	New York, New York	Hobson Miller Paper Co., Inc.
Burlington, Vermont	Vermont Paper Company, Inc.	New York, New York	Saxon Paper Corporation
Butte, Montana	Ward Thompson Paper Company	New York, New York	Walker-Gould-Plehn Co.
C Canton, Ohio	Herrington Paper Company	O Oakland, California	Pacific Coast Paper Company
Cedar Rapids, Iowa	J. W. Butler Paper Company	Ogden, Utah	American Paper & Supply Company
Charlotte, North Carolina	Charlotte Paper Company	Oklahoma City, Oklahoma	Oklahoma Paper Co.
Chattanooga, Tennessee	Bond-Sanders Paper Company	Omaha, Nebraska	Field Paper Co.
Chicago, Illinois	Atwood Paper Company	Orlando, Florida	Central Paper Company
Chicago, Illinois	J. W. Butler Paper Company	P Peoria, Illinois	J. W. Butler Paper Company
Chicago, Illinois	Midland Paper Company	Philadelphia, Pa.	Philadelphia Card & Paper Co., Inc.
Chicago, Illinois	The Whitaker Paper Company	Philadelphia, Pa.	Rhodes Paper Company
Cincinnati, Ohio	The Cincinnati Cordage & Paper Company	Philadelphia, Pa.	Schuylkill Paper Company
Cleveland, Ohio	Millcraft Paper Company	Phoenix, Arizona	Butler Paper Company
Columbia, South Carolina	Palmetto Paper Company	Pittsburgh, Pennsylvania	The Central Ohio Paper Company
Columbus, Ohio	The Cincinnati Cordage & Paper Company	Portland, Oregon	West Coast Paper Company
Cumberland, Maryland	Tri-State Paper Company	Providence, Rhode Island	Providence Paper Company
D Dallas, Texas	Southwestern Paper Company of Dallas	Pueblo, Colorado	Butler Paper Company
Davenport, Iowa	The Peterson Paper Company	R Raleigh, North Carolina	Raleigh Paper Company
Dayton, Ohio	The Cincinnati Cordage & Paper Company	Reading, Pennsylvania	M. J. Earl Co.
Denver, Colorado	Butler Paper Company	Rochester, New York	Economy Paper Company, Inc.
Des Moines, Iowa	Pratt Paper Company	S St. Louis, Missouri	Butler Paper Company
Detroit, Michigan	Butler Paper Company	St. Paul, Minnesota	Anchor Paper Company
Dubuque, Iowa	Weber Paper Company	Salt Lake City, Utah	American Paper & Supply Company
Duluth, Minnesota	Martin F. Falk Paper Company	San Antonio, Texas	Shiner-Sien Paper Company
E Elmira, New York	Horwitz Brothers	San Diego, California	Sierra Paper Company
Enid, Oklahoma	Enid Paper Company	San Francisco, California	Pacific Coast Paper Company
Evansville, Indiana	Butler Paper Company, Inc.	Savannah, Georgia	Atlantic Paper Company
F Fargo, North Dakota	Dacotah Paper Company	Scranton, Pennsylvania	Elm Paper Company
Fort Worth, Tex.	Southwestern Paper Company of Fort Worth	Seattle, Washington	West Coast Paper Company
G Gloucester City, New Jersey	Rhodes Paper Company	Shreveport, Louisiana	Louisiana Paper Company, Ltd.
Grand Rapids, Michigan	Central Michigan Paper Co.	Sioux Falls, South Dakota	Sioux Falls Paper Company
H Hackensack, New Jersey	Garfield Card & Paper Co. Inc.	S Spokane, Washington	McGinnis Independent Paper Company
Harrisburg, Pennsylvania	Penn Paper Company	Springfield, Missouri	Butler Paper Company
Helena, Montana	Ward Thompson Paper Company	T Tacoma, Washington	Allied Paper Company, Inc.
Holyoke, Massachusetts	Plymouth Paper Company, Inc.	Tallahassee, Florida	Capital Paper Company
Houston, Texas	Southwestern Paper Company	Tampa, Florida	Tampa Paper Company
Huntington, W. Va.	The Cincinnati Cordage & Paper Company	Terre Haute, Indiana	Mid-States Paper Company, Inc.
I Idaho Falls, Idaho	American Paper & Supply Company	Texarkana, Texas	Louisiana Paper Company, Ltd.
Indianapolis, Indiana	Century Paper Company	Toledo, Ohio	Paper Merchants Incorporated
J Jackson, Michigan	Crown Paper & Bag Co.	Tulsa, Oklahoma	Beene Paper Company
Jackson, Mississippi	Central Paper Company	Tyler, Texas	Etex Paper Company
Jacksonville, Florida	Jacksonville Paper Company	W Walla Walla, Washington	Snyder-Crecelius Paper Co.
Jamestown, New York	Millcraft Paper Company	Washington, D. C.	The Barton, Duer & Koch Paper Company
Jersey City, New Jersey	Gotham Card & Paper Co., Inc.	Wheeling, West Virginia	Clarke Paper Company
K Kansas City, Missouri	Butler Paper Company	Wichita, Kansas	Butler Paper Company
Knoxville, Tenn.	The Cincinnati Cordage & Paper Company	Williamsport, Pennsylvania	Susquehanna Paper & Box Corp.
L Laccnia, New Hampshire	Goodwin Paper Company	Worcester, Mass.	Bancroft-Worcester Paper Company, Inc.
Lewiston, Maine	Berry Paper Company		
Little Rock, Arkansas	Arkansas Paper Co.		
Long Beach, California	Sierra Paper Company		
Los Angeles, California	Sierra Paper Company		
Louisville, Kentucky	Superior Paper, Inc.		

Export

New York, New York	Champion Paper Corporation, S. A.
New York, New York	Paper Corporation of United States
Vancouver, B. C.	Smith, Davidson & Lecky, Ltd.

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN
Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

of Standard Paper Mfg. Co., Richmond, Va. deliberately wrote a transmittal letter in old-fashioned cliché style, "With due deliberation we did cause the..." etc. to accompany a new folder promoting Sulgrave Text, Antique Laid. Folder was delightful... with partial reproduction of old song and imitation of ancient sheet music cover. The inside color drawing of shirt-sleeve horn blower practicing with an old Edison phonograph should be offered for framing.



□ **A WELCOME FOLDER** which makes a dignified but friendly impression is given to all salesmen and visitors calling at Mead Johnson & Co., pharmaceutical plant, in Evansville, Ind. Describes products manufactured; tells how receptionist will help you find the right person or location. There's a detailed sketch of plant area, plus a map of Evansville, spotting important points of interest. Finally, a list of transportation facilities, hotels, motels and restaurants. This excellent goodwill builder was designed by Herbert W. Simpson, Inc., 214 Sycamore St., Evansville 5, Ind.



□ **BUSINESS WEEK** back in 1952 introduced a new weekly department called "Personal Business" to discuss miscellaneous problems of special personal interest. And now, 650 Personal Business pages later... the promotion department has produced an interesting booklet containing 35 of the best (or average) samples. It is titled: "Of Shoes and Ships and Sealing Wax... of Cabbages and Kings." Makes good reading... and a fine promotion for the well-known magazine. If you'd like a sample... write to John M. Holden, advertising director, Business Week, 330 W. 42nd St., New York 36, N. Y.



□ **SAVING TYPING TIME** is getting to be an important problem of business these days. You might be interested in investigating the reply message form developed by the Basil L. Smith System, Inc., 1016 Cherry St., P. O. Box 8169, Philadelphia 1, Pa. The reply form imprinted with your letterhead, measuring 8 1/4" x 6 3/4", comes in sets of three sheets with two carbons inserted. After recipient's name has been typed in the box for window envelope the message in telegraphic informal style can be typed in the top portion. The recipient then gets the original and one carbon; you retain the other. Recipient then writes or types his answer in the lower box and returns the sheet to you... keeping the carbon. When you get the reply...

LOVING CARE... AND UNDERSTANDING

Become vital factors in getting a complex mailing to the post office on time.

For 30 years, Advertisers Mailing Service, Inc. (Kane-Kiernan Organization) has speedily and efficiently handled the most detailed mailings for leading advertisers.

So, if your promotion activities get complex... need loving care and understanding... let Advertisers handle your next mailing.



45 WEST 18TH STREET,
NEW YORK 11, N. Y.
ALGONQUIN 5-4500



MIMES AND MULTIGRAPHING
PHOTO OFFSET • MAILING LIST
COMPILATIONS AND MAINTENANCE
HAND, TYPEWRITTEN AND AUTOMATIC
ADDRESSING • LETTER PROCESSING
MAIL HANDLING OPERATIONS
MAIL SURVEYS • CONTEST JUDGING

coup de maitre

means a "master stroke"... a deft maneuver, a job well done.

It's a favorite expression in Montreal where many direct mail people speak both French and English.

You'll say "coup de maitre" too, when you exhibit your product line in Montreal this September... at the 38th Annual Convention & Exhibits of the Mail Advertising Service Association International.

- The place: Montreal's new Queen Elizabeth Hotel.
- The date: September 16-19, immediately following the DMAA Convention.
- The audience: 500 owners and production supervisors of commercial direct mail shops. They'll be coming from all over the U. S. and Canada... anxious to see, hear, and BUY!

If you're a direct mail supplier: offset presses, paper, inks, addressing and mailing equipment, etc., plan your "coup de maitre" now.

Reserve sales-winning exhibit space now by writing:



MASA Exhibits
18120 James Couzens Hwy
Detroit 35, Michigan



\$100 puts you on the permanent list

of smart typographic designers who get

Amsterdam Continental type tracing cards

These clever cards let you trace type—help make better, more accurate layouts.

Here's what you get for \$100

- 1 All previous Amsterdam Continental cards—Studio, Rondo, Rondo Bold and Reiner Script—115 to 122.
- 2 The current mailing of eight cards showing Egmont—101 to 108.
- 3 All future mailings—Mistral, Nobel, Libra, Columbia, Gracia, Grotesque, Egyptian, De Roos and others.

Any one mailing is worth more than \$1.00! The dollar is just for "good faith"—to insure our getting a bona-fide list of people who use, specify or set type. If you have already "kicked in," your name is on the list to receive subsequent mailings—but if you haven't sent \$1.00 to Amsterdam Continental, you won't receive Amsterdam Continental cards.

The dollar must be clipped to your business letterhead. Cards are 10½ x 7½ to fit into boxes which some of you have.

Amsterdam Continental
Types and Graphic Equipment, Inc.

1000 Fourth Ave. New York 17, N.Y. (Spring 3 Ave.)

you have the whole story in front of you. Your original carbon was simply for followup purposes in case your correspondent was tardy. Looks like a time-saving procedure.



☐ **SOMETHING NEW** in carbon paper has been announced by Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N. Y. They claim it's the first major technical advance in the more than 60-year history of the carbon paper industry. The new duplicating sheet looks like carbon paper but really isn't. It is called "Plastisol." With the customary carbon paper, a carbon coating is simply transferred from one sheet to another when the typewriter key strikes the original. With Plastisol, a pigmented fluid is transferred to the second sheet but the impression area is then recuperated from the surrounding ink deposits. Each time the sheet is used (up to 60 or more times) the ink is just about as evenly distributed as when the sheet

POSTAL NOTES

☐ **THE HOUSE APPROPRIATIONS COMMITTEE** refused to go along with the law passed last year setting up a sum of about \$170 million to be paid by the Treasury to the Post Office for public service functions. In other words, at urging of postal officials they refused to okay the appropriation (which was also included in administration budget). This development stirred up a storm in Congress . . . with the question debated heatedly, "Can one committee upset or ignore a law already passed by entire Congress?" Rumor is that postal committees of both houses are so mad at Summerfield . . . they will ignore his pleas for another boost in rates. But no one seems to know right now what will happen to the "public service" category. PMG Summerfield lost another round when he tried to get the House Ways & Means Committee to put over a 5¢ letter rate as an amendment on an insurance company tax bill. That's how the first class rate was increased from 2¢ to 3¢ twenty years ago, but present leadership looks down at such tactics.



☐ **THE POST OFFICE DEPARTMENT** will participate next year in the 100th anniversary of the Pony Express, which began carrying mail April 3, 1860 over a 1966-mile route between St. Joseph, Mo. and Sacramento, Calif. Service was discontinued October 24, 1861 with the completion of telegraph system across the nation. Many groups are planning

was used the first time. No worn or uneven spots. Sounds like an interesting development and you may want to get samples. Should be extremely valuable in automatic typewriter operations where you want to use a carbon copy followup.



☐ **AN INSTITUTIONAL CAMPAIGN** which makes much more sense than the silly magazine vs. television promotion was supported last month by Abbott Laboratories, North Chicago, Ill. Abbott placed a two-page spread in the March 28 issue of the "Journal of the American Medical Association" . . . reprinting the seven-point code of ethics of the Pharmaceutical Manufacturers Assn. The excellent code covering promotional literature dominated the pages. A footnote described Abbott's adherence to the code even before its existence. We wish some other classes of direct mail users would be as conscientious in avoiding misrepresentation and in sticking to 100% accuracy.



☐ **DID YOU KNOW** that special delivery letters mailed to foreign countries must be clearly labeled "Expres"? Postal clerks have proper labels. When incoming letters from foreign countries are marked "Expres" they receive special delivery treatment here.



☐ **THE ST. LOUIS POST OFFICE** has done a fine job with a mail-early campaign. Mid-day collections of metered mail have risen from 80 to 320 thousand pieces per week. Postal officials showed business firms volume charts which convinced them if they mailed early in the day . . . dispatch would be much quicker. Before the campaign started 93% of the mail handled by St. Louis office arrived between 3:00 and 11:30 P.M. Figures are improving constantly. That's one way we all can help the Post Office . . . and ourselves. Mail early. If you get there before 1:00 P.M. you may save as much as 24 hours delivery time to principal cities.



☐ **GOOD FRONT PAGE ARTICLE** in the March 26 issue of "The Wall Street

NEW!

and yours for
the
asking



America's leading "triple-purpose",
letter-card-envelope direct mail product now presents
in this kit - the very best in

DESIGN, PLANNING, COPY, PRICE AND PRODUCT!

SEN-BAK[®] 

patent applied for

A division of General Office Service, Inc.

Washington 2, D.C. 1355 New York Avenue, N.E. / LAwrence 9-1727

New York 17, N.Y. 545 Fifth Avenue / MUrray Hill 7-7433



PIN POINT

your prospects

A market is dynamic! New companies, new demands, new people—these and other changes keep your salesmen groping for the right prospects. But, with a direct mail program tailored to your needs, you pin point valid prospects...give your salesmen profitable leads to increased business.

Direct mail selects the companies—the people—who are ready to respond to your salesmen's efforts. It slashes selling costs, reduces selling time.

Give your salesmen the right kind of direct mail support by calling on the creative experience of the Hickey Murphy Division of James Gray, Inc. For some important points about direct mail, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

THE HICKEY MURPHY DIVISION
OF JAMES GRAY, INC.

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

Journal" . . . about how mail sellers or users in general are reacting to increased postage rates. Nothing sensational. Most reporting concerns going along about as usual . . . but trimming lists and cutting corners to keep within budget. Many trying unique attention-getters . . . but that has been going on for years.

☐ **AS YOU KNOW BY NOW** the 5¢ penalty on underpaid first class mail has been dropped indefinitely. Now it looks like another "penalty" will be dropped. The postal bill last year increased minimum rate of odd shaped pieces from 3¢ to 6¢, but at last minute Congress postponed effective date of this 100% increase for eight months, or until May 1, 1959. Representative Ed Rees of Kansas, ranking minority member of House Post Office Committee, has introduced a bill to hold the minimum rate at 3½¢. Consensus seems to be that would be a "fair" rate which will recover the cost of handling such mailings.

☐ **ANOTHER UPCOMING CHANGE** in postal regulations has been postponed. On July 1, 1959 the Post Office intended to ban from the mail all envelopes less than 2¾" x 4". Cancel all previous Reporter notes on subject. A minimum size regulation will not be enforced until July 1, 1961. Then the minimum size will be 3" x 5", while a maximum size will be 5¾" x 11½". All of this and much more is contained in the March 18 expected report of the Post Office Department to the Post Office Committee of the Senate concerning the feasibility and desirability of establishing standardized sizes for permissible mail. It's a complicated subject and all of you should read the report in full. Get a copy from your Congressman, from the Post Office Committee or from Harry Maginnis of the Associated Third Class Mail Users, 1406 G St., Washington 5, D. C., who has extra copies.

☐ **THE POST OFFICE** claims that in order to completely mechanize the "gateway" post offices, it must have certain standard sizes for both first and third class mail. All other sizes won't go through the tumbling, sorting, facing and canceling machines now being experimented with, and would either be barred entirely or would incur a higher rate of postage. No odd-size pieces (other than rectangular) would be allowed. It all sounds very scientific . . . but we predict there will be loud and long arguments between now and July 1, 1961.

☐ **AMONG OTHER THINGS** the Post Office Standardization Report (see above)

includes . . . all third class mail would have to be sealed (to prevent ballooning); all self-mailers and double post cards would have to be sealed on all four sides; and there may be special rules on weight of paper, thickness of mailing piece, position of windows and even the color relationship of envelope to the stamp and meter indicia.



□ **NONE OF US** should be in a hurry to fight the Post Office in its attempt to speed up the handling of the mail, which has grown from 26 billion pieces in 1938 to around 60 billion in 1958. Much greater growth is expected. There is no cause for immediate concern. The "moment of truth" has been postponed until July 1, 1961 . . . and who knows how many postponements will follow. There will be a new administration and a new Postmaster General by that time . . . so anything may happen. Some people predict that in final analysis the experimental machines, on which millions are being spent, won't work. Others question . . . "Why is it necessary to standardize third class sizes, when such mail is already sorted, faced, canceled, bundled, all handled by the mailer?" And business

interests will probably howl to high heaven about paying a premium on "flats" which usually carry a high postage rate anyway. The envelope manufacturers, greeting card distributors and novelty mailers will be in a dither until the debate on standardization is settled one way or another. Many direct mail users look with disfavor on being restricted in their ingenuity with formats, but the Post Office claims that 95% of all first and third class mail now falls within the 3" x 5" and 6" x 12" size classes.



□ **SOMEBODY** in your organization should keep up-to-date on postal regulations and policies. Best way is to subscribe to the Postal Bulletin (published once a week). Subscription is \$2.25 per year from Superintendent of Documents, Government Printing Office, Washington 25, D. C. Also, you should read each year the Annual Report of the Postmaster General (cost 65¢ from Superintendent of Documents) and the Cost Ascertainment Report (price \$1 from same source). Fiscal 1958 (ending last June 30) now available. See below for interesting table from Postmaster Gen-

eral's Report. Will help you to understand the situation. The Public Service policy now being debated again is an attempt to reimburse the Post Office out of taxes (appropriations) for its free services to the blind, free in county mailings for newspapers, preferential rates to non-profit organizations, and other free services or subsidies.



□ **SO MUCH** is happening these days on postal matters . . . better keep your eyes peeled for newspaper stories. But also watch out for planted propaganda. Also, you should notice carefully the bulletins from your associations . . . especially those from Direct Mail Advertising Assn., Associated Third Class Mail Users, Association of First Class Mailers, Parcel Post Assn.



□ **HOPE THE CRACKPOTS** who return business reply envelopes stuffed with irrelevant matter . . . don't get on to this one. Business reply mail exceeding two ounces now costs you 4¢ per ounce plus 5¢ per piece. Under two ounces it remains 4¢ per ounce plus 2¢ per piece.

KNOW THE POST OFFICE

TABLE 201.—Mail by classes, showing pieces, weight, and revenue ¹ for fiscal years 1948-58

[Expressed in thousands]

Classes of mail	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
First class:											
Pieces, number.....	21,948,172	23,205,535	24,500,072	25,577,710	26,502,325	27,256,993	27,085,308	28,713,340	30,077,568	31,561,152	32,218,319
Weight, pounds.....	550,922	608,192	620,265	696,916	701,685	748,902	749,053	804,419	873,610	904,570	921,402
Revenue.....	\$668,014	\$706,099	\$741,151	\$784,549	\$842,695	\$908,521	\$908,398	\$967,842	\$1,013,679	\$1,066,044	\$1,092,441
Domestic air:											
Pieces, number.....	796,448	856,419	853,183	1,094,335	1,390,730	1,429,680	1,470,338	1,467,482	1,487,162	1,483,291	1,434,709
Weight, pounds.....	32,419	45,347	53,149	63,443	78,272	76,942	81,689	84,775	91,064	94,887	91,745
Revenue.....	\$53,587	\$65,385	\$74,120	\$95,426	\$120,650	\$121,270	\$127,449	\$130,263	\$137,228	\$139,722	\$130,580
Second class:											
Pieces, number.....	6,344,338	6,987,259	6,264,838	6,519,623	6,956,426	6,762,475	6,483,489	6,739,803	6,914,504	6,888,183	7,147,956
Weight, pounds.....	2,130,344	2,240,091	2,286,749	2,354,993	2,412,658	2,496,590	2,504,459	2,582,348	2,702,559	2,715,689	2,695,076
Revenue.....	\$41,368	\$43,561	\$45,004	\$48,729	\$51,372	\$57,896	\$61,655	\$65,692	\$65,891	\$66,436	\$65,622
Controlled circulation publications:											
Pieces, number.....	—	—	—	—	—	56,145	70,932	85,262	102,138	125,497	144,535
Weight, pounds.....	—	—	—	—	—	30,577	38,860	44,473	53,393	62,937	69,007
Revenue.....	—	—	—	—	—	\$3,125	\$4,143	\$4,778	\$5,713	\$6,735	\$7,359
Third class:											
Pieces, number.....	8,188,350	9,389,231	10,342,921	10,533,785	11,630,346	12,003,642	13,865,589	15,049,722	14,676,073	15,702,421	15,849,319
Weight, pounds.....	553,688	617,735	646,198	662,959	711,546	726,981	811,347	892,015	914,006	948,915	988,062
Revenue.....	\$112,159	\$135,840	\$153,746	\$157,602	\$170,526	\$217,553	\$252,351	\$269,475	\$266,019	\$281,479	\$287,761
Fourth class:											
Pieces, number.....	1,142,964	1,209,417	1,179,415	1,235,450	1,256,866	1,244,505	1,195,055	1,135,550	1,173,240	1,183,756	1,170,119
Weight, pounds.....	6,429,982	7,500,578	7,370,096	7,696,475	7,114,630	6,652,371	6,403,686	6,034,555	5,904,067	5,931,368	5,869,973
Revenue.....	\$271,946	\$356,346	\$403,768	\$431,353	\$484,529	\$491,462	\$587,417	\$595,064	\$592,815	\$580,381	\$584,243
International surface:											
Pieces, number.....	288,506	295,792	295,391	301,460	311,994	336,462	348,231	353,505	355,864	369,603	352,618
Weight, pounds.....	472,102	414,983	339,537	259,473	246,359	235,902	193,606	169,572	162,947	169,963	165,317
Revenue.....	\$72,674	\$52,462	\$39,657	\$38,963	\$38,686	\$38,514	\$43,243	\$43,416	\$42,998	\$45,389	\$41,803
International air:											
Pieces, number.....	120,779	120,163	121,921	127,421	137,221	149,035	154,104	158,330	178,095	189,081	181,865
Weight, pounds.....	4,181	5,005	5,430	5,643	6,111	6,603	6,863	7,138	7,908	8,623	8,506
Revenue.....	\$23,816	\$25,695	\$27,334	\$31,306	\$32,081	\$35,942	\$38,219	\$39,445	\$42,497	\$45,587	\$46,335
Penalty:											
Pieces, number.....	1,419,184	1,468,972	1,471,750	1,479,173	1,681,355	1,657,701	1,492,296	1,479,676	1,411,960	1,506,775	1,559,759
Weight, pounds.....	180,047	177,530	185,250	183,249	211,100	204,632	189,342	201,049	193,756	205,967	288,075
Revenue.....	—	—	—	—	—	—	\$33,576	\$34,716	\$32,425	\$38,019	\$49,545
Franked:											
Pieces, number.....	29,663	20,046	31,866	36,903	36,019	48,808	45,074	47,668	61,090	60,843	66,611
Weight, pounds.....	4,323	4,734	4,723	3,862	3,988	5,950	4,843	4,522	4,790	5,108	5,718
Revenue.....	—	—	—	—	—	—	\$1,170	\$1,979	\$2,076	\$2,081	\$2,259
Free for the blind:											
Pieces, number.....	1,970	2,273	2,381	2,550	2,504	2,650	2,756	3,226	3,513	4,031	4,101
Weight, pounds.....	9,068	10,814	11,973	12,123	14,177	18,504	19,891	19,504	20,206	23,436	24,127
Totals:											
Pieces, number.....	40,280,374	43,555,107	45,063,738	46,908,410	49,905,876	50,948,156	52,213,172	55,233,564	56,441,216	59,077,633	60,129,911
Weight, pounds.....	10,367,076	11,625,069	11,521,570	11,909,136	11,500,516	11,294,044	11,003,639	10,844,370	10,928,960	11,071,363	11,118,098
Revenue.....	\$1,243,574	\$1,383,388	\$1,484,780	\$1,587,628	\$1,749,539	\$1,874,283	\$2,057,621	\$2,152,793	\$2,201,342	\$2,277,873	\$2,314,638

¹ Commencing with 1956, data shown does not include revenues from box rents and stamped envelope service which previously were allocated to classes of mail.

² Reimbursements began after Public Law 286, effective during fiscal year 1954.

Here is a page from fiscal 1958 report. Compare piece and weight counts and revenue of different classes of mail.

KNIPCO

BOX 657 • DAYTON 1, OHIO

E. J. ERP
President

September 10, 1958

Like the golden leaves of autumn, Knipco \$10 checks are about to flutter down. Enclosed are twenty that you can cash...I hope.

If your husband sold Knipco heaters last fall, you know all about the check-signing jag I'm preparing to embark on...if he's new to Knipco, here's a little background.

A year or so ago, I went to a sales manager's convention, where a silver-tongued orator gave "the lady of the house" most of the credit for a salesman's success. He said, in effect:

"A Cheery-Word at Breakfast is what makes the salesman's day. Find the noble wife who sends her husband off each morning with enthusiasm for his work and you'll uncover a successful man. A wife is the star salesman's jewel, his crown, his all-in-all...the guiding beacon of the family partnership. It is the wife who turns the stumbling salesman into a shining star. For his success, she deserves the credit (and at least a little cash)."

Last year, I found women in general agreed with this theory, so I decided to do my bit to help. For every "Knipco Dealer" her husband signed up, I signed a \$5.00 check for his wife.

Recently, I've been getting "fan mail" from some of those wives...all with somewhat the same theme..."Let's do it again."

Signing those checks was so much fun (and so good for everybody concerned...the wife, the husband, his boss and both his companies) that I decided to do better than that...THIS YEAR, UNTIL OCTOBER 31, THE CHECKS WILL BE FOR TEN DOLLARS EACH. (During November, we'll taper off. I'll sign \$5.00 checks for each dealer signed by November 30. That'll be the final date.)

So here we go again...and, for newcomers, this is the way it works:

YOU: Read the instructions that came with the checks...then, follow that speaker's advice. Keep your husband happy, ready to conquer the world. Be sure he has a "Cheery Word at Breakfast" every morning (if he's out-of-town, write him a note)...and you might sing out, "Hail another Knipco" when he leaves the house, just to keep his mental processes on the right track.

EE: Make more "Knipco Dealers" (they order three Knipco Heaters).

YOU: Fill in the stub of one check for every Knipco Dealer he signs and send it to his sales manager who groups them and sends them to me.

I: Sign 'em and send 'em back to you. (There's no limit to the number I'll sign. Last year some of the wives had to write in for more blank checks. They got 'em.)

YOU: ...well, you're then burdened with the problem of cashing the checks and spending the money. Can you handle that O.K.? I thought so.

One more thing. It ought to be easier this year for your husband to sign up Knipco Dealers. The heater design is better than ever. More and more farmers have found out how portable heat can help on the farm, so the market's bigger.

Only three things are needed to keep my fountain pen working: A good product, the right price and your husband's enthusiasm. The first two are all set. The third - his enthusiasm - is your territory.

Keep him happy.

Sincerely,

E. J. "Tex" Erp
President

RSVP, with CWAB and CHECK

1

880

KNIPCO

BOX 657, DAYTON, OHIO.

NO. 7880

1958

\$ 10.00

DOLLARS

KNIPCO

THE WINTERS NATIONAL BANK & TRUST CO.

DAYTON, OHIO

THIS CHECK GOOD FOR TEN DOLLARS WHEN PROPERLY SIGNED

PAY TO THE ORDER OF

EXACTLY \$10 AND 00 CTS

MY NAME _____

MY ADDRESS _____

The above check produced, for immediate delivery, at least 3 Knipco heaters.

How 150 Wives "Sold" 1502 New Dealers in 80 Days

Reporter's Note: During a swing around the midwest a year or so ago, we called on John Yeck, Yeck and Yeck, Inc., Dayton, Ohio. Asked him what was new and he told us the fun he was having with one of his accounts. The story turned out to be one of the best things that's appeared in The Reporter. Now John sends us a sequel...just as clever but even more successful than the first. He's certainly proving that a sense of humor and a sprinkling of entertainment in direct mail is the way to get through to the people.

LIGHTNING WILL STRIKE the same place twice...if carefully handled. And here's a story to prove it. Actually you should re-read our first report (December, 1957), covering the first campaign, the forerunner of this year's big success. But, here is a bit of the background.

Knipco, Incorporated makes a line of portable heaters. Knipco specializes in the farm market. Aware of the huge opportunity for small portable

heaters to service dozens of farm needs, Knipco designed a 50,000 BTU all-purpose model called the "Thrifty 50." (Former models were larger and provided 100,000 to 400,000 BTU's.) It turned out to be a little giant. Once they see it, farmers want it. They need it. It's perfect for providing the right amount of heat in a lot of places. Easy to carry. Costs only 6 cents per hour to operate. Yet it sells for just a little less than \$100.00. And puts

out enough heat to heat a small house.

With the design problem licked, and a "natural" on their hands, the only problem was distribution. They did have good distributors, but they would need a lot of good new dealers to move the "Thrifty 50." So, E. J. (Tex) Erp, President of Knipco, came up with a brain-storm. Get the wife of every salesman working for Knipco's 22 distributors to prod hubby (Through CWAB, of course. By making him happy, not mad!) into superhuman efforts to flood the distribution channels with new Knipco Dealers for the "Thrifty 50." Each dealer to stock at least three heaters.

The method? Erp's idea: "Pay-off" the "little lady" with a \$5.00 check for every new dealer sold by her husband within the campaign period.

KNIPCO

BOX 657 • DAYTON 1, OHIO

E. J. ERP
PRESIDENT



AS FRIEND "SCIS-"
SAID TO PAL "-SORS"...

"We're at our best when we work together."

So use these little scissors (they really work) as a reminder of how you and your husband, working together, can cut yourselves in for dozens of those knifty Knipco \$10 checks...one for every Knipco dealer he "nabs" by October 31st.

You furnish the inspiration; he pours on the perspiration and I add...remuneration.

You wives have me buried in mail this week...pecks of checks are dashing to all parts of the country with every mail. My desk is loaded, my signing arm's tired, but my spirit's still undaunted. Keep me working...

Don't let my wrist get stiff.

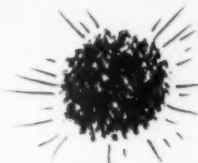
E. J. "Tex" Erp
E. J. "Tex" Erp
President

2

KNIPCO

BOX 657 • DAYTON 1, OHIO

E. J. ERP
PRESIDENT



THERE'S GOLD IN THEM THAR FRILLS.

Paper pants on the lamb chops; a wedge of cheese on the apple pie; cereal that snaps, pops, crackles and spells out "You're my hero"...

A Cheery Word at Breakfast. A Warm Welcome Home at Night.

These are the kind of frills that Make Hubby Happy.

And when he's happy, he sparkles. He's peppy and enthusiastic. It spills over into his work. He just can't help warming up his dealers 'til they simply must have their share of Knipco heaters to be happy themselves.

And every new Knipco Dealer he nabs means "gold" for you. Ten dollars worth, f.o.b. your mailbox.

So don't delay. Accelerate your "prospecting". Every day is the day for hubby-happying. The better he feels the more checks I write...to you. Yes, ma'm...

There's gold in them thar frills.

E. J. "Tex" Erp
E. J. "Tex" Erp, President

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Send her a whole stack of \$5.00 checks, made out in her name, and requiring only a proper signature to make them valid.

His ad agency, Yeck & Yeck, 349 West 1st Street, Dayton, Ohio, put the powder in the keg. The agency, inspired by the idea, came up with an offbeat letter campaign. It paid off! Last year 86 wives sold 600 new dealers on Knipco portable heaters for Knipco's biggest year in history. But this year... Unbelievable! Armed with a new Yeck & Yeck campaign, a new model (the "Super 70" with an output of 70,000 BTU's selling for slightly more than \$100.00), and with an increase of the wife's take from \$5.00 to \$10.00 for each new dealer signed between September 10th and October 31st, and \$5.00 from then to the end of the campaign on November 30th, the opening gun was fired! (The increase from \$5.00 to \$10.00 was put into effect during the first period in order to get off to a fast start, since the heater season is short.)

By the time the smoke cleared and the campaign ended, 150 solicitous husbands had been CWAB'd into



3

KNIPCO

BOX 657 • DAYTON 1, OHIO

E. J. ERP
PRESIDENT

Head for the Big Money:

This "little" bill is just my own subtle way of reminding you that a Cheery Word at Breakfast is still in order.

Of course, you can't cash this \$100 bill...it's just in "Texas Bucks". But it's easy to make "real" with merely 10 of those checks I sent you.

Born & bred in Minnesota, I often wondered why they call me "Tex"...finally got told "'cause you talk about Knipco heaters with Texas-size enthusiasm."

You might be able to use this Texas C-note as a gentle hint to hubby tomorrow morning...let his enthusiasm for Knipcos match a Texan's and you'll soon be rollin' in good old...

U. S. Bucks.

E. J. "Tex" Erp
E. J. "Tex" Erp
President

E. J. ERP
PRESIDENT

PLEASE PRINT

DEALER'S NAME _____

DEALER'S ADDRESS _____

The above dealer purchased, for immediate delivery, at least 2 Knipco heaters.

MY NAME _____

MY ADDRESS _____

PAY
TO THE
ORDER OF

EXACTLY \$5 AND 00 CTS

\$ 5.00

DOLLARS

THE WINTERS NATIONAL BANK
DAYTON, OHIO
THIS CHECK GOOD FOR

ON HALLOWEEN AT MIDNIGHT

Cinderella's coach will shrink to a pumpkin, her horses and footmen will become a bunch of mice, and...

All your beautiful \$10 Knipco checks will turn into \$5.00 ones.

There's only one way to keep that from happening... turn them into cash before then.

No magic wand needed: the system is easy. On the stub of each \$10 check, write the name of a new Knipco dealer you "nab" before the "witching" hour. Send it in. I'll sign the check and return it to you.

If anything happens to keep you from nabbing all your dealers for Knipco before November 1st, you can use the enclosed checks (for \$5.00 each) from then on. Everything's the same except the size of the check.

Sincerely,

E. J. "Tex" Erp
E. J. "Tex" Erp
President

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opening 1502 Knipco Dealers! Some of the new dealers were even without previous experience in selling heaters. And Mrs. Esther Soderburg, whose husband sells for Power Equipment Company of Elmhurst, Illinois, had received a total of \$425.00 in signed checks from Erp.

The campaign has proved to be the most significant part of Knipco's whole advertising program. It was written with the express idea in mind to be absolutely sure that nobody gets mad. It's easy to go wrong on this. But how can anyone be mad when the wife plays up her husband, and it makes money for the wife?

The typical salesman found reminder stickers all over the house. In his tobacco can. On the mirrors. In his saucer at breakfast. In his hat

band. Even in his check book, with a note saying, "I'll stay out of these if you nab some Knipco Dealers today."

The checks, naturally, paid for themselves. No risk involved whatever. And they were mailed back to the company by the wife via the husband's sales manager, for verification of the sale. Then on to "Tex" Erp for signing. And by return mail, to the deserving wife.

Now read the letters. And don't miss a word of the wonderfully inspiring copy. The basic idea worked with breathtaking speed and growing efficiency. Lightning struck twice... in the same place!

"CWAB? Oh yes, you'll find the meaning in the letters.

One of the mailing pieces deserves a note. The last in the series starts out, "I want to save your time." Then says in part, "I hate to have you waste the time it takes to pull a letter from an envelope, when you could spend it... keeping hubby happy." It ends, "to make many more \$5.00 checks... 'Fly' your way." By attaching a rubber band to the bottom of the oblong card, and hooking the other end to the clasp on the envelope, it actually flies out of the envelope when you unhook the clasp.

I want to save your time.

I couldn't resist writing to tell you how wonderfully all you wives are treating your Knipco-selling husbands this fall (Esther Soderberg of Lake Geneva, Wisconsin must be a real charmer. I've sent her 35 checks so far.)

but it's getting so close to the end of our check-signing spree that

I hate to have you waste the time it takes to pull a letter from an envelope when you could spend it

keeping hubby happy.

So I won't write again... except when saying "enclosed find check"...

and, 'til November 30th, I'm ready and anxious, any time you give the word, to make many more \$5.00 checks...

"Fly" your way.

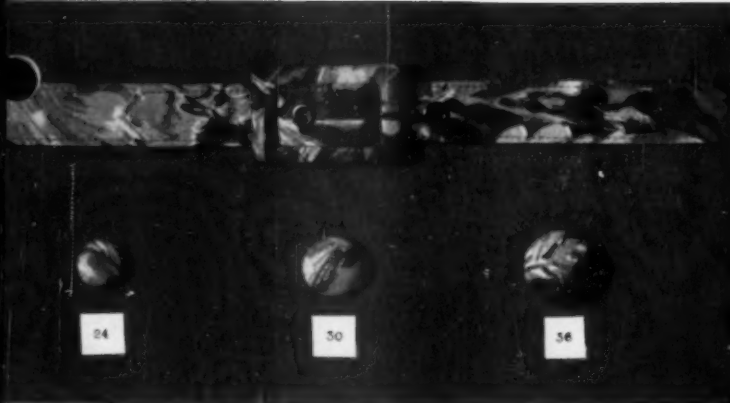
E. J. "Tex" Erp
E. J. "Tex" Erp
President

STICK TO IT!

You want your friendly, cheerful enthusiasm about Knipco to be felt quietly, use these. They'll stick on the night page, bathroom mirror, steering wheel, hat band, wallet... most anywhere, and help everyone remember that Knipco \$10 checks become \$5 checks in November.

MOVE, MAN, MOVE
NAB ANOTHER KNIPCO
(Checks are worth less in Nov.)





Reporter's Note: Every now and then, we're accused of running only stories of advertising success, while we skillfully avoid talking about failures. Last month, Emanuel Goetz of University Button Company, 307 West 38th Street, N. Y. 18, N. Y., joined the ranks of accusers in a letter attached to this unusual story of a complete mail order flop. While his woeful tale makes some points all by itself, we wanted to do more than just print that alone. So dropped a hurried note to Jack Leslie, Leslie Creations, Lafayette Hill, Pennsylvania, to Vic Schwab, Schwab, Beatty & Porter, Inc., New York, and Max Sackheim, Maxwell Sackheim & Company, Inc., also New York. Jack, a successful seller of hi-fi accessories, a user; and Vic, and Max, two of the country's outstanding mail order agency men . . . should be able to evaluate. This they did to a tee. We also wrote Arthur A. Brin, VP and Publisher of Simplicity, The Fashion Magazine for Women Who Sew. Wanted to get the magazine side of the story, but Arthur felt we'd be better off skipping the whole thing. Well . . . if Simplicity was anything but the excellent medium it is, I might have weakened, but the experts agreed with our opinion . . . that it wasn't the magazine but many other things. This could be the beginning of a profitable, regular feature. It seems to me that we should spend more time showing the uninitiated that mail order isn't always peaches and cream; that it takes careful testing, seasoned copy and adequate financing to make a go of it 99 times out of 100. So if you have a failure you'd like explored, send it in. We'll do a "round-table" on it—"Pete" Hoke

MY MAIL ORDER FAILURE

By Emanuel L. Goetz
University Button Company

THIS INCREDIBLE narrative will definitely disprove the well known and universally accepted adage "It pays to advertise."

Some months ago I decided to promote and sell a much needed service and convenience to the home dressmaker. After some research which disclosed the enormous size of the home sewing market, I carefully thumbed through the publications serving this market to determine a combination of product and attractive price that would be irresistible to the home dressmaker.

The service and product I selected to promote and sell to the home sewer was a custom made self-fabric belt plus six self-fabric covered buttons. The lady was to send me a strip of the fabric she was sewing into a garment, and I would make from this fabric a belt to her measure plus six covered buttons. The finished product would be shipped postpaid to the customer.

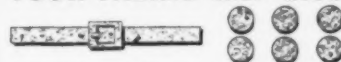
The price for both the belt and the buttons would be \$1.00. The combination of belt and buttons at such a remarkable bargain price had never

before been offered to the home sewer. The "Do it yourself" belt and button kits being sold by the stores cost the dressmaker from \$.50 to \$.75. These are at best makeshift affairs when completed and never have the professional appearance of the factory made products. R. H. Macy charges \$2.50 for the belt and button set that I offered for \$1.00.

The newspapers were beginning to publicize the return of the natural waistline and with it, the belt. There were daily articles in women's pages and fashion magazines shouting about

A REAL SELF FABRIC BELT Plus SIX SELF FABRIC COVERED BUTTONS

FACTORY MADE FOR YOU FROM
YOUR FABRIC ONLY \$1.00



SAVE TIME AND TROUBLE — AVOID THE FUSS,
BOTHER AND DISAPPOINTMENT

Of trying to make your belt and buttons without professional equipment.

Our factory will make your $\frac{1}{4}$ inch wide belt and six slightly rounded covered buttons from your fabric, at little more than the cost to you of trying to make your own.

SEND US a strip of your fabric — cut $1\frac{3}{4}$ inches wide, and 8 inches longer than your waistline measurement. Preferably cut along the length of the fabric.

BE SURE TO SEND US ALSO, enough of your scraps of fabric to make the belt buckle and six buttons.

If your fabric is washable, your belt and buttons are guaranteed washable.

Money back guarantee

UNIVERSITY EMBROIDERY CO.
307 West 38th Street, New York 18, N. Y.

Please send me a self fabric belt and six covered buttons made with the fabric I enclose. I enclose \$1.00. You will pay the postage.

My waist measurement is _____ inches.
Button wanted: Size 24 ☐ Size 30 ☐ Size 36 ☐

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

the death of the chemise and empire fashions, and heralding the return of the natural waistline belt. This was a perfect time to begin the promotion and sale of my product. I would be the beneficiary of all this timely publicity. It would be of tremendous aid to my sales efforts. The many wise people I spoke to, all though I had something with great potential.

I started work on my advertising copy. It was to be simply worded, clear and concise. The one dollar price was easy to slip into the envelope with the customer's piece of fabric. Ladies without a checking account could conveniently send a dollar bill without fussing with coins. I composed what I thought was a pretty good advertisement—to fit one sixth of a page. My plans were to first insert a modest advertisement in one publication, and if this resulted in a fairly good response, I would increase my advertising in following issues. I firmly believed that "It pays to advertise."

The most important step to be taken was to choose the right publication in which to insert my advertisement. After much consideration I chose *Simplicity* magazine. *Simplicity* had the largest circulation of any of the group of magazines catering directly and exclusively to the home sewer. This publication with a 500,000 circulation was read by 1,250,000 home dressmakers. The issue was good for three months before the next issue came out. I brought my advertising copy to the bright young man at *Simplicity* and was very much encouraged by his conservative assurance that the very least I could expect was enough orders to cover my expenses. He thought my idea was very good and praised my product and price. He still thinks the same to this very day. The closing date for acceptance of advertisements was a few days away. I was to make some little changes in my copy and bring it back the following day with a check for \$800.00, the cost of the advertisement. I appeared the following day with my corrected copy and my check.

I had now only to prepare to handle the flood of orders that would come in as soon as the magazine hit the stands. I set about ordering necessary packaging material for shipping, printed inserts to include with shipments, and materials to make the belts and buttons. I tried to do all this modestly. The cost to me was \$200.00. The project now cost me \$1000.00. A minimum of three thou-

sand orders were necessary to cover this cost. Approximately a one quarter of one percent response from the readers of *Simplicity* was essential to break even.

The day finally came when *Simplicity* magazine went on the stands. The very next day I received my first order. I never expected such an immediate response. The lady sent a dollar bill with her fabric. I set the dollar bill aside to be framed. I wor-

ried about being able to handle the expected volume of business. I wanted to give my customers prompt service. The next day—no orders. The following day—no orders. Six days later another order arrived. The days quickly passed by and so did the postman, never bringing me an order. The average received was one or two a week. From January 15th, the day the magazine was on sale, until this day, I have received the fantastic and

THE EXPERTS

George Violante says . . .

Dear Mr. Hoke:

Vic is away and will not return until the middle of May. I circulated your interesting letter of April 7 around to the copy staff and I am sending along, without editing, a memo from George Violante, our copy head.

I agree that any advertisement that produces so poorly (and the copy was not bad) is offering a product that just lacks mail-order appeal. I also question the use of *Simplicity* Magazine for the test. This publication is edited for people who like to sew, so why buy from others something that you like to do yourself?

Sincerely,

R. W. BEATTY

Mr. RWB—

I discussed the attached case with the boys in the copy department, and the post-mortem was quite interesting. One can theorize at length about why the results were so terrible. But it seems to me that when an ad meets with such a singular lack of response, the proposition is NG in the first place. Perhaps layout and copy could be improved. But suppose your ad did TEN times as well. You would have a grand total of 160 orders! I'm not sure how good this publication is...but again you may well ask, "How much better would another magazine do?"

The conclusion is inescapable: this article had no appeal, mail-order wise, at the time the ad ran.

This little story points up a couple of factors often overlooked by people who are babes in the mail-order woods. This fellow's enthusiasm was commendable, but it might have been tempered with a little hard-headed thinking. How did he KNOW his article had appeal? Nobody could tell him that in advance. The only answer was to test. He might have tried direct mail first to a select list.

Again, this fellow didn't seem to know the mail-order facts of life as far as costs go. Sure, a dollar is a great price...but you need a red-hot product to come out ahead. Even a good ad will often cost the advertiser anywhere from 50¢ to \$1 an order. If you don't have a repeat item, you're licked before you start.

This fellow also blithely assumed that all he needed was a response of one quarter of one percent from the total readership. He would have been darn lucky to get that response from the circulation.

He said he needed three thousand orders to break even. Since the space cost \$800, that meant he was hoping for an order cost of 27¢—just to break even! That meant he had two strikes on him before he even started.

The fellow was right—it does not pay to advertise...unless you have a product that is worth advertising!

incredible amount of sixteen orders. This cannot be truly called a lack of response. It is something more than that. It is as though the advertisement was printed with invisible ink.

I have received phone calls from other pattern magazines soliciting my future advertising business. Each caller tells me that I should do very well indeed with my product. They are astonished at the bargain price and tell me that I can't miss.

Simplicity magazine was very much interested in what results I was getting from the advertisement. When I informed them of the astonishing total of orders I had received, they felt very badly indeed.

I felt that the least I should get out of this unfortunate venture was an explanation as to the reason for the tremendous failure. I wanted to profit and learn from my sad experience. I questioned the men who

would know at Simplicity. The best answer to my questions was "We wish we had the answer to your questions. You certainly are entitled to better results than you secured" Was the product wrong? Was the timing wrong? Was it the fault of the magazine? I still have no explanation. Some one must have the answers.

My experience with advertising certainly proves that "It does not pay to advertise."

EVALUATE THE FAILURE

Jack Leslie, Leslie Creations and George Violante, Schwab, Beatty & Porter, Inc., and Maxwell Sackheim, Maxwell Sackheim & Co., Inc. analyze why the \$1 offer failed. Here are their unedited comments.

Jack Leslie says . . .

Dear Pete:

Mary was a professional dressmaker and costume designer before we were married. In view of this, I thought she was much more qualified to comment on M. Goetz's plight, so here are Mary's remarks:

(1) Advertisement failed to mention *kind* of belt backing (if any). Any dressmaker would insist upon a backing, and a knowledge of its quality.

(2) Price is good . . . Maybe *too* good! Gives the impression that the results will be little better than those accomplished by using the "do it yourself kits." After investing many, many hours in making a dress, the dressmaker would not wish to take a chance on inferior quality findings.

(3) In all the years that Mary has sewn both professionally and as a hobby, she has never ordered her buttons by *number* . . . but by size!

(4) When the masterpiece (dress) is finally completed . . . the dressmaker is extremely anxious to wear it (or sell it) . . . and cannot be bothered waiting for the finishing touches to arrive by mail.

(5) Most dressmakers have already established contacts with beltmakers, eyelet, button and zipper sources (local) where they can run in and have the job done in a matter of minutes (if they wait) . . . or stop back after other shopping is completed to pick up the work.

(6) Lack of knowledge of subject, by copywriter. "The more you tell, the more you sell" . . . and all that. . . But, you can't tell others about a subject of which you have only a casual knowledge.

So much for Mary's comments. Speaking for myself, and analyzing it strictly from a non objective mail order ad standpoint, I would add this:

(1) Space *miles* too big and too expensive to hustle a \$1.00 fringe item of highly specialized appeal. (I am aware that SIMPLICITY does not sell anything less than 1/6th page . . . and while SIMPLICITY is one of the best media in this particular field . . . I believe I would have tried one less costly . . . even if circulation was much smaller. It would give me a good barometer setting the future course.)

(2) Copy and headline leaves a lot to be desired, and doesn't appear to be the work of a pro.

Maxwell Sackheim says . . .

I was intensely interested in Mr. Goetz' experience with advertising. It's so easy, usually, to second-guess that I hate to do it. Almost anybody can tell you what was wrong after the flop became a fact.

Whenever we face a situation like this we multiply results by *ten*, at the same cost. If the ad was ten times as good, or the media, or the season, and the deal would still have been a flop, there's something wrong with the merchandise or the marketing method, or both.

In this instance, Goetz would have had to get at least 2000 orders to justify the \$1000 expenditure, allowing 50¢ to cover overhead and profit! This is 130 times greater than the actual results!

Could anyone — and I mean *anyone* — have written an ad 130 times as good? Or have selected a publication or season proportionately better? I know I couldn't! The answer, it seems clear to me, is that the public doesn't want the merchandise offered, or *doesn't want to buy it by mail*.

Before giving up on the deal, if I were Mr. Goetz, I would try to get a Department store to run an ad on the same proposition, and get some local piece goods stores to display a card making a similar offer through the dealer. If the public doesn't buy I see no point in continuing.

I have seen many propositions which have flopped by mail, become successes through store distribution, and vice versa. Sometimes this had to do with the unit of sale, the presence or lack of repeat potential, the margin and *unit* of profit, and a host of other elements. Mr. Goetz made his test. It needs to be improved 130 times to be successful, no matter how he sells it. I doubt that it can be done.

Unless Mr. Goetz can get his advertising for nothing, or can market his belts as a premium, or can afford to pay a high price for each new customer (the profit to come eventually from additional sales) I'd give up.

Mr. Goetz is not the first one to say it doesn't pay to advertise and won't be the last one. If advertising was the only thing necessary to make a business pay there would be no failures!



The Ross Roy direct mail information campaign on its marketing services begins with a spice rack and one bottle of spice. It continues at intervals until the rack is filled.

Ross Roy's twelve-flavor direct mail campaign wins approval of seasoned ad men

PUTTING SPICE IN A MARKETING PROGRAM

THE OLD ADAGE, "Variety is the spice of life," has been given a new twist at Ross Roy, Inc., since the Detroit advertising agency began dramatizing the variety of its marketing services with a spice promotion via direct mail.

Ten months ago, spice literally became a part of the agency effort to call attention to its 20-year-old marketing program, "Advertising With Follow-Through." Creative Director Maurice C. Vaughn advanced the idea of using spices to garnish this information campaign. John Wagner & Sons, Inc., old-line spice purveyor of Hatboro, Pennsylvania, agreed to supply the necessary 9" x 11" colonial spice racks holding a dozen old-fashioned apothecary bottles of assorted spices. Copywriter Joseph D. Dudley was called in to create label copy and tie-in letters for the promotion. In Los Angeles, Avery Label Corporation set to work printing the

black-gold-white special labels. Mauri Vaughn's lively idea gained aromatic reality — and momentum.

Results of this agency promotion are many. There's a new air of optimism in the shop that proclaims "Advertising With Follow-Through." More than 1,000 advertising and sales executives, representing approximately 325 advertisers, have received spice racks and part or all of the twelve-flavor promotion.

The campaign started with a spice rack and one bottle of "Idea" Salt, followed at ten-day intervals by other spices and letters, until the rack was filled with twelve different flavors. A final follow-up to the complete spice set is the Edith M. Barber recipe book, "The Spice Sample" (Sterling Publishing Company), which describes how to make the best use of spices in food preparation.

Response to the spice idea has been a pleasant surprise. Some of the hun-

dreds of letters have been invitations for the agency to make advertising presentations.

While the primary objective of the promotion was to direct attention to the agency's variety of marketing services, it served other purposes — to broaden business contacts generally and to advance good will. On the latter subject, President Ross Roy has this comment:

It's still early to draw conclusions, but the pleasant associations we have established through this promotion certainly make it worthwhile. We sent out spice, but we're getting back a priceless ingredient — good will.

Letters received from advertising and sales executives reflect a delighted personal interest.

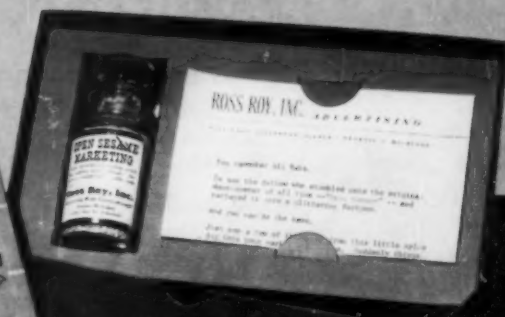
The vice president of a well known insurance company expressed this view of the campaign: "Truly it has been most unique and has brought



Senior copywriter Joseph D. Dudley joined Ross Roy, Inc., in September 1957. Formerly associated with Howard Swink Advertising, Marion, Ohio, as copy chief, Dudley is a Phi Beta Kappa graduate of Syracuse



Creative Director Maurice G. Vaughn directs art, copy and layout on advertising accounts in addition to supervising new business development for Ross Roy, Inc. He was elected to the executive board and his present position in May 1958. He joined the agency in 1950 as vice president of the Hollywood office. Vaughn, graduate of the University of Southern California, was a fighter pilot in World War II.



At ten-day intervals, a bottle of spice is mailed and each one emphasizes a separate service or phase of the marketing program. The recipe book is a final follow-up and explains how to make the best use of the spices.

a warm feeling between your agency and our company. I hope that you will keep in touch."

The wives of recipients were mentioned frequently in the lettered response. A vice president of a large tire company wrote: "Mrs. was particularly insistent that I inform you of her appreciation and enthusiasm in connection with your idea."

An auto equipment manufacturer had this to say: "Not only have I enjoyed watching your marketing information unfold, but Mrs. has been enjoying the use of the various seasonings in the kitchen. She thinks they're wonderful. She says the ginger is the best she has ever tasted . . . and it's about 'thyme' you and your associates were complimented on this novel idea."

SPECIAL LABELS AND PROMOTIONAL LETTERS

Instead of using Wagner's regular front labels on the spice bottles, Ross Roy designed and used special labels. Copywriter Joseph D. Dudley and Creative Director Mauri Vaughn worked out the copy and devised tie-in letters to accompany each bottle of spice. Here is a run-down of the front labels, each one different except for the Ross Roy, Inc., signature and "Advertising With Follow-Through" motto:

- 1 — *Idea* SALT A liberal sprinkling of this rare spice adds flavor...adds savor to any advertising campaign.
- 2 — *Personnel* PARSLEY Contains a rare blend of "Talented Individuals"...plentiful supply available.
- 3 — *Creative* GINGER Stir plenty of this pungent spice into every advertising dish. Piques the prospects palate. A must!
- 4 — *BASIL Research* For marketing casseroles. Sprinkle over bottom of dish before adding other ingredients.
- 5 — *Open* SESAME Marketing Tasty, decorative seasoning, useful for making sales "dough." Improves consistency . . . adds richness.
- 6 — *SAVORY Merchandising* A connoisseur's seasoning. Sprinkled on "problem" recipes imparts acceptance to the most difficult advertising stews.
- 7 — *Public Relations* PAPRIKA Use as attractive garnish for all marketing cuisine. Adds color . . . adds tang.
- 8 — *Perfect* THYME-ing This priceless seasoning has no substitute. Should be brushed generously over every dish on the marketing menu.
- 9 — *Sales Promotion* SAGE The most generally used spice for all marketing "dressing." Proper amount adds heady flavor of success.
- 10 — *SELL-ERY* (Celery) Seed A precious marketing staple derived from the Sales Training plant. Mix into every advertising program for "bite."
- 11 — *Publicity* PEPPER (Malabar Pepper every advertising program. Peps up even corns). Grind fresh and shake gently over the leanest menu.
- 12 — *Ross Roy* HERB Blend Exclusive "all-in-one" seasoning. Favorite of advertising gourmets. A balanced blend of marketing spices. Assures success.

With each spice bottle went a short promotional tie-in letter. The one accompanying BASIL Research is typical:

Beware!

This is one of the most delicate, most hazardous spices known to the marketing world.

Unless "basil" research is cultivated to perfection and supplied with cautious expertise, you're as well off to keep the bottle capped.

That, in fact, is why we have a special "research chef" here at Ross Roy, Inc., whose department is solely dedicated to the careful culture and use of this one valuable, volatile seasoning.

Every day this fellow gets curiousest and curiousest about people and things and stuff. Then, when his "basil" research comes to a boil, we blend it with a whole potful of highly creative ingredients.

And voila! Thanks to Advertising With Follow-Through, your prospects are suddenly customers.

Would you care to meet the chef?

Call at will.

Summarizing the Ross Roy promotion, Creative Director Mauri Vaughn says, "A good agency is a marketplace of creative ideas. The originality of this campaign is a demonstration that advertising, after all, is the enthusiastic selling of creative ideas."

The Ross Roy promotion of its marketing services was more briefly summarized in the postscript of one advertising manager:

"Without a doubt, your mailings are cutting the mustard!" ●

“ABOUT A YEAR AND A HALF AGO, a young man came to our office who, I must say, rather startled us. First of all, he was an extremely good salesman and a personable young man who came in representing a bank. To add to the surprises, he was not in to sell us a deposit account and more important, he was not even from a New York bank. He was from Georgia. He came in and talked for an hour about the collection box plan of the Citizens and Southern Bank of Atlanta, Georgia. I had heard of the Citizens and Southern Bank but I had never heard of a collection box plan, albeit that it's been around some twenty or thirty years . . .” —*Dick Benson*

HOW AMERICAN HERITAGE USES BANKS TO PROCESS ORDERS

AT AMERICAN HERITAGE, unlike most magazines of our size, we do not do our own fulfillment. As of now, and there is no present thought to change, here as in so many other areas, we prefer to buy from the specialist rather than do it ourselves.

Don't get an idea that we do not count our dollars and cents, particularly our cents, very carefully, but in analyzing fulfillment we feel it makes more sense to buy. We can get a better plant and better take care of the constant expanding and contracting labor force with a central house such as Fulfillment Corporation of America rather than in performing this operation ourselves. We also believe that it takes less management time and to us it's important to have our management personnel working on the larger problems of the company.

Another area where we buy rather than make is one I think may surprise most of you. In our company, we have no one who could be called a magazine production man. We don't have a Production Department. We farm the magazine production out.

Stahley Thompson Associates, an independent company, handles all of our production. They make the contracts with the printers, they make the contracts with the paper people, they go down and check the sheets, they see that the plates are made, engravings made, they watch the schedules to make sure everything goes

right. They are not on our payroll per se, but of course they are paid a fee by us. We have been very pleased with this arrangement. I'm sure it's no cheaper than a Production Department would have been but if you consider ability and compare apples with apples, I think we have gotten the better of the bargain in having Stahley Thompson Associates as our Production Department rather than a set-up of our own.

If there are any accountants or Treasurer's Department people here, I think they may be a little surprised at the following.

About a year and a half ago, a young man came to our office who, I must say, rather startled us. First of all, he was an extremely good salesman and a personable young man who came in representing a bank. To add to the surprises, he was not in to sell us a deposit account and more important, he was not even from a New York bank. He was from Georgia. He came in and talked for an hour about the collection box plan of the Citizens and Southern Bank of Atlanta, Georgia. I had heard of the Citizens and Southern Bank but I had never heard of a collection box plan, albeit that it's been around some twenty or thirty years.

It turned out that what he had in mind was to handle some of what you and I call a cage operation. His story was a good one, his cost on it good and he himself was convincing. So

before the first interview was over, we agreed to test the collection box plan.

You must remember that here we are at *American Heritage* with a very small staff, a publishing company stuck with two mailing periods a year just as you and you and you are.

Sure, we try and spread the seasons. But basically we're caught with two mailing periods but even when we spread them out, to three and four and five mailings, we still mail a big quantity each time and the returns come busting in, from 50 today to 10,000 tomorrow.

This makes for a tremendous peak and valley problem in the cage. We get rid of a big hunk of the problem, probably the biggest part by farming out our fulfillment. But up to this time we had never considered farming out the cage operation.

Yet there were many times during our busy periods, when unopened mail might sit around as long as three or four days despite extra people and heavy overtime.

The theory of the bank plan is simple enough. We have a post office box in Atlanta, Georgia, an address in care of the bank which we would use in the states which had overnight mail delivery from Atlanta, Georgia. The bank picks up the mail several times a day, processes it just as we would in our own cage. They bank the money immediately, mark up the

orders just as you or I do every day in cage and send them directly to our fulfillment company in Ohio.

The advantages to a company such as ours is the mail is handled very fast. The mail is handled the very same day it is received which in most cases means the very next day after the order or payment is mailed to Georgia, thus the money goes into the bank and becomes available to us sooner than if we had handled it ourselves. This point is an extremely minor matter, of course.

However, the order being handled the same day it comes in, and sent directly to our Ohio office for fulfillment, has gained two days and in some cases three days over our previous methods which would have had a Georgia order come to the office in New York, be handled there when we could get to it, and then go to Ohio. The Citizens and Southern Bank people helped up open the same type of operation with the Bank of America in California. I'm sure that the advantages become even more evident when you think in terms of the West Coast.

At *American Heritage*, we're on a three week billing cycle. By using the bank plan we have cut down on many of our paid-before complaints or crossed in the mail complaint. The same thing goes for renewals even though they are on a monthly schedule.

Perhaps the most important item which we're doing with the bank has to do with our installment payment plan which we have been using on occasion during the past year. On our new promotion for *American Heritage*, our basic offer is a year for \$10.95. You have, however, three options for payment. One is to pay cash with the order. The second is to charge it and be billed for the full \$10.95 after you get the first issue. The third is to charge it and be billed \$1.95 for the first issue and \$3.00 a month for the three months thereafter.

We have tested, and found good, a plan which includes a fat envelope with the first book on an installment offer. Inside is a letter which says, in effect, "Lucky, lucky you, we've appointed the Citizens and Southern Bank as our Collection Agent. Included for your convenience and your ease are four pre-addressed, pre-dated, pre-amounted envelopes." Incidentally, these billing envelopes are not postpaid.

This is contrary to our normal installment billing where we do use



Reporter's Note: Dick Benson, Vice President and Circulation Director of the American Heritage Publishing Company, Inc., surprised members of the Philadelphia Direct Mail Club in March by revealing a new idea for collecting mail order accounts. Sounds like AH has hit on an effective plan for getting credit orders paid up in a hurry. Opens up a whole new field for banks.

postpaid envelopes.

All the customer has to do is watch the dates and send the proper check in with the proper envelope at the proper time. Did I say ALL he had to do? Well, this is the way she works. Now, of course, the bank has a series of three polite collection letters for mailing over the bank's signature and on their letterhead. The first of these suggests that he really should get his payment in. The last includes a payment envelope addressed to *American Heritage* in New York and the information that the bank has given up trying to make the collection and has sent it back to New York for further action, but he has one last chance for payment.

We have found this whole series to be a very effective way of collecting installment payments. It is better than the normal system which is to bill with the first issue and then send a separate bill each month thereafter. The most important virtue of the bank plan, however, is its capacity for flattening out the peaks and valleys of the work load.

At *American Heritage*, if we take a month like April last year when incoming order and payment mail amounted to roughly 7 or 8,000 pieces and compare it to a peak month when we can run as high as 125-150,000 pieces, you can understand what I mean by a consequent labor problem. A small company such as ours is not easily geared to in-

creasing and decreasing its clerical help. Space, too, is a major factor. For the last eight months we have been remodeling our offices. But faster than we can remodel, growth has taken up the space and we aren't able to liberate more space in the building as fast as we'd like, as we continue to expand.

The bank operation also helps us live with our own soft-heartedness. Normal procrastination and the luminous eyes of female clerks will affect all small companies, including us. No matter how hard you try to be, you do get into soft management when you come to firing. So we know it would cost us substantially more money than a Curtis or a Time to add and subtract people.

Space is as critical for us as sentiment so we are planning to expand our bank program even further than the two plans we have in operation.

Our first plan was the Citizens and Southern in Atlanta, Georgia and covers ten states where we do about 10% of our business. The second is in California where the Bank of America covers approximately eight states and 15% of our business.

Not all of our business goes into the banks, but much of it does—specifically, new promotion, renewal efforts and collection payments. Of course, complaint mail basically still comes to us in New York, returned mail does, too, and inquiry mail. We hope by summer to open up Chicago, which will be almost equal to the combined operation of Georgia and San Francisco. In the future we will get a bank in either St. Louis or Kansas City and then in Boston to compete our coverage of the country.

Let me summarize: The bank collection plan offers us the following advantages. A flattening out of our peak and valley volumes. Faster handling of orders, payments and renewals with a consequent cut in complaint. Improved collection percentages. All at a cost roughly equal to our average calculated direct handling costs....

Now, I'd be glad to answer any questions you have about the bank plan or anything else we do at *American Heritage*. The beauty of a small, off-beat operation like ours is that we can happily give away our secrets—and dare you to copy them. Believe me, nothing much we do will work for you, just as nothing much you do is probably right for us. We've learned that the hard way and so have you. ●

UPGRADING LETTER COPY

by Paul J. Bringe

Direct mail is supposed to interest the reader and do it fast. We know from bitter experience that if we cannot gain the reader's interest immediately he will "walk away" from us in the middle of a sentence and we will lose the opportunity to tell our story. We can't use the reader's five senses to hold his interest—we must rely on the skill he has acquired in interpreting symbols from a piece of paper. He may be a talented reader or a poor reader, but his degree of skill is not as important to our cause as is his emotional involvement in the story we have to tell. If you can draw your reader emotionally you need never be concerned about his skill with symbols—he will willingly plow through reams of copy with you and enjoy every minute of it.

This letter from Saint-Christopher's Inn looks dull. But it is powerfully written. The greatest power comes in the first paragraph where it must be to hold the reader. Read that first paragraph and you'll find yourself going on to the second and the third. How does the writer do it? He puts you in the picture in the first sentence—pulls you in deeper in the second and then makes sure you are there with the third sentence. Now, with the scenery all set and you on stage up front feeling a bit uncomfortable, he says that all this probably never happened to you and then slips his own man in your shoes. What he has really done is put you in his man's shoes.

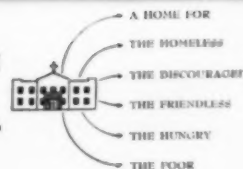
You will recognize the technique of hammering home a point by repeating it, usually three times, sometimes more, and rephrasing a bit each time. You will recognize the short words, words with a long emotional history in the language, words that need not be screened by intelligence before gaining admittance to the mind. These words need not knock at the front door, they come right into the kitchen of your mind and sit down to dinner.

The writer does not play on the fact that this is a religious institution and that you should give for the good of your soul—he seems to know that very few people give for that reason. He tells you that here is a group of

SAINT CHRISTOPHER'S INN

CONDUCTED BY THE FRANCISCAN FRIARS OF THE ATONEMENT

Georgetown, Garrison, New York



Dear Friend,

Have you ever been broke and terribly hungry? Did you ever slosh through twenty miles of cold, piercing rain to find a place to sleep? Have you ever found yourself discouraged and completely alone without a friend to help?

Most likely you were lucky; most likely these terrible things never happened to you. But they have happened, and even now are happening to lots of men. Sometimes it's their own fault; sometimes it isn't. But whether it is or it isn't, these poor fellows come to us, looking for help, hungry, footsore and weary.

During the past fifty years we've never turned a man away. Even when all our beds were full we've at least given him a meal and a place to sleep for the night. Last year, for instance, over 5000 men stayed for various periods of time at St. Christopher's Inn and we served them about 145,000 meals.

What kind of men come to us for help? All kinds. We've had construction workers and doctors, lawyers and plumbers, authors and gardeners, nationally known military heroes and business executives. These men are not professional hoboes or bums. Hoboes and bums won't work. We'll feed any man who comes along regardless of who he is, whether white or black, Catholic, Protestant or Jew. And we'll give him one night's lodging. But if he wants to stay any longer we insist that he be willing to do some work.

Our records at the Inn are meagre. We take the name the man gives us and we ask for the name of his nearest relative in case of sickness or death. We don't delve or pry into his problem. We don't offer advice or exhortation unless and until a man asks for it himself. Our experience has been that when a man is free from tension and worry for a time, he will do his own thinking and seek the advice he knows he needs. Thus when he does come for advice and help he is mentally and spiritually ready to profit from it.

We can't tell you precisely how many men have been rehabilitated over the years at St. Christopher's Inn because we don't keep records. But from the letters that grateful 'alumni' of the Inn have sent us and from the fact that the number of men returning to the Inn is relatively small we know for sure that the number is considerable.

Will you help us to continue this work? Recently we completed an addition to the Inn that brings its capacity to over 200 men. Now we need your help to care for those who seek our help.

In return what can we give you? Nothing material. But when you send us your donation you will have the warm satisfaction of knowing that through your contribution you gave a coat or a suit or a pair of shoes to a man who was cold, a hot meal to a man who was hungry, a clean bed to a man who was exhausted. And God will bless you for it.

Ever gratefully yours,

Father Director

P.S. If you are driving up our way why don't you stop and see St. Christopher's Inn. We are on Route 9 about four miles north of Peekskill.

men helping other men, and invites you to join—almost makes it seem like a privilege. And notice the clever P.S. He assumes you have a car and can drive up to see him, which is just another way of telling you that you are infinitely more fortunate than the men for whom he asks help.

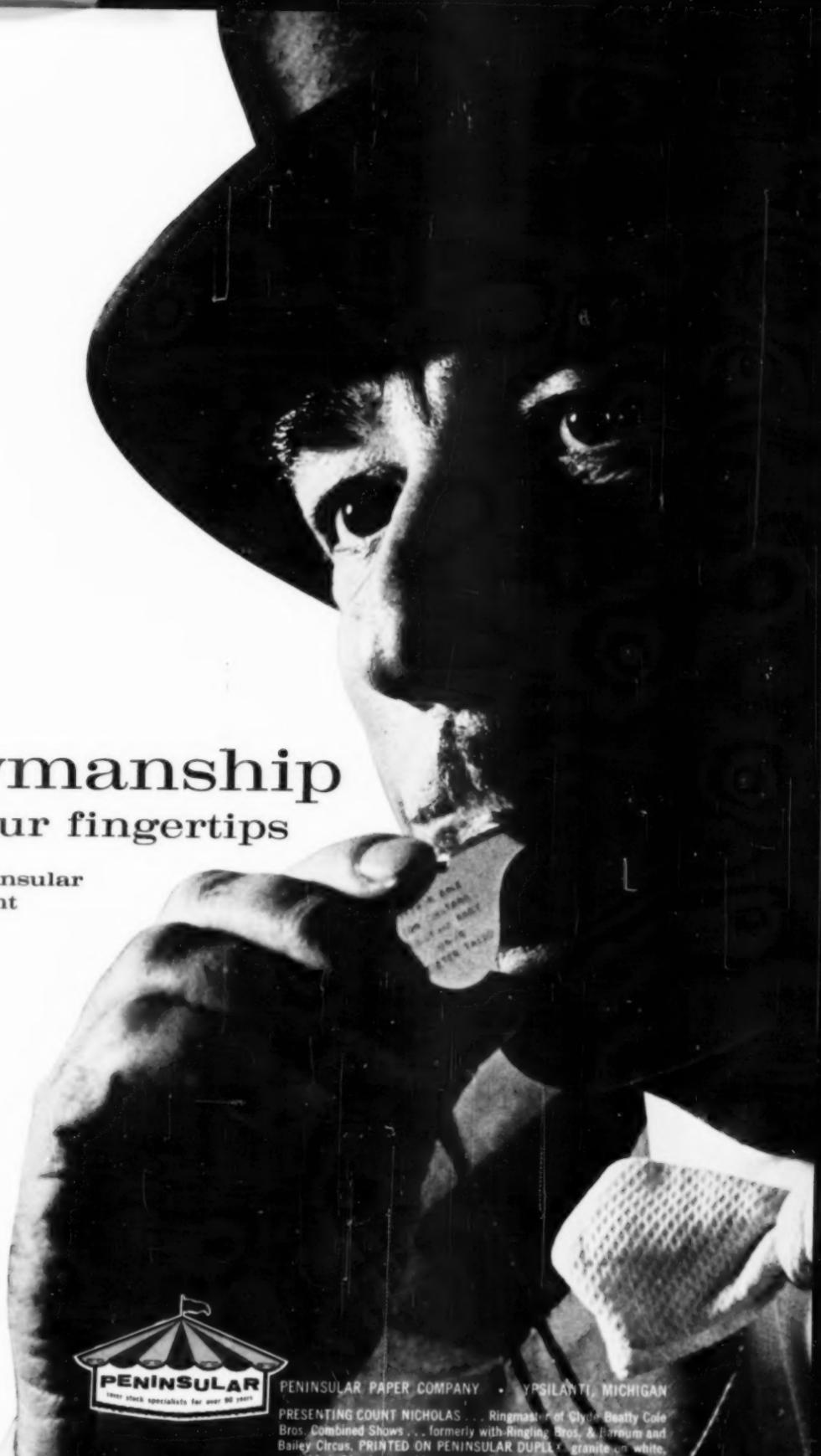
Notice the use of colloquial expressions such as "broke," "lots of men," "hoboes or bums," and "we know for sure." This tells us without spelling it out, that the writer is in daily contact with the men he is helping. This is what gives the ring of truth and sincerity to his story. No ghost writer without personal experience at the Inn could get quite this flavor in the letter. And though the writer has obviously had a thorough schooling in Latin, his letter leans heavily on Anglo-Saxon root words to achieve its emotional impact.

I wrote Saint Christopher's Inn asking about the man who wrote this

letter. Here is a quote from the reply of Friar Austin Francis, S. A. "We write our own letters, we do our own printing, mailing, etc. Perhaps the closeness to the work provides that necessary ingredient which results in a 'good' letter. Having written them for some years it is my humble opinion that one is as good as another if it's sent out at the 'right' time."

With the last statement I cannot agree. The offer and the copy are the most important elements of any mailing. In this case the offer is a good one—the satisfaction you receive from helping your fellow man. And the copy is superb. It paints a picture using the language technique of the Bible—and that copy technique has been proven over and over.

"One letter is as good as another" if Friar Francis writes them. Saint Christopher's Inn should have no trouble collecting money as long as Friar Francis continues to write them.



for
showmanship
at your fingertips

Call Your Peninsular
Paper Merchant



PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

PRESENTING COUNT NICHOLAS... Ringmaster of Clyde Beatty Cole Bros. Combined Shows... formerly with Ringling Bros. & Barnum and Bailey Circus. PRINTED ON PENINSULAR DUPLIX granite on white, available in 11 color-on-white combinations, 100 lb. 26 and 26 x 40.



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Mostly F.O.B. (From Other Brains)

Eking out a short Florida vacation, I fall back on loyal readers for much of the material that follows. While in a borrowing mood, might as well go whole hog and paraphrase Arch Ward, late sports editor of the Chicago Tribune—THIS SPACE DEPENDS UPON ITS FRIENDS.

"Last week (says the March 30 issue of TIME) 8 of the top 10 shows on TV were horse operas." A footnote lists the top 10 according to latest Nielsen ratings: Gunsmoke, Wagon Train, Have Gun Will Travel, The Rifleman, Maverick, Wyatt Earp, Zane Grey Theatre, Wanted, Dead or Alive. Only non-Westerns in the top 10: Lucy-Desi and Danny Thomas. There have been many articles written trying to explain the reason for the popularity of Westerns. So we won't go into that. The thing of interest to us is, we found it difficult to remember what products or services sponsored each program. Out of the 10 we could only match up 3 with their sponsors.

A lesson here for the writer of direct mail. Especially for the users of gimmicks, clever attention-getters, off-beat copy. There is such a thing as making your direct mail so clever, so unusual that your prospect remembers your piece but forgets your product. Or, says to himself: "That's a clever piece" instead of "I want that."

Letter Following a Personal Call

Tom Kizer of Photo Reproduction Materials, 16521 James Couzens Highway, Detroit, Michigan, sends us a letter he got from a salesman who called on him. The letter could be improved, but the thought is good:

Dear Mr. Kizer:

Just a short note to let you know how much we appreciated the fine reception

given the writer during his recent visit to your company.

Your receptionist was very polite and courteous and certainly speaks well for your company. Also, we obtained an excellent impression of and from your new Purchasing Agent, Mr. Edwin Athey. Often, in calling at various concerns, we leave with a rather unpleasant reception behind us; but you are to be congratulated on your choice of Mr. Athey to meet people calling on your company.

We thought you might like to know this.

Yours truly,

Fred Gymer is right when he says "Flattery will get you somewhere—start talking."

Friendly letters like this one, which say nothing about product or service or price, are potent business-getters. We sometimes forget, in these competitive times, that one of our important selling jobs is to make a prospect want to do business with us.

Thoughtful letters like this one go a long way toward doing just that.

Late Forecast

Clark Printing Co. Inc., 301 W. 17th St., Kansas City, Missouri, in its very excellent newsletter, gives its FORECAST FOR 1959, to which we have added some parenthetical comments:

Business will continue to go where invited and remain where appreciated. (Show appreciation with "thank you" letters).

Reputations will continue to be made by many acts and be lost by one.

People will go right on preferring to do business with friends. (Good way to build friendship among customers and prospects is with frequent and friendly letters.)

Go-givers will become the best go-getters. (Be sure your direct mail gives information the prospect can use to his own profit.)

Performance will continue to outsell promises. Enthusiasm will be as contagious as ever. Trust, not tricks, will keep customers loyal.

Magazines Use Direct Mail

We sometimes think newspapers and magazines sit up nights thinking up sarcastic cracks about direct mail.

Yet, the *Reader's Digest*, not too long ago, used television to call watchers' attention to a special subscription offer which was being mailed.

LIFE is doing a similar job. Its newspaper advertising shows an illustration of a *LIFE* mailing with the heading, WATCH YOUR MAIL THIS WEEK FOR THIS LETTER. And a sub-heading, YOUR ONE CHANCE FOR A YEAR TO GET LIFE AT HALF PRICE.

On Believability

Bob Gresham, astute publisher of *Tourist Court Journal*, sends us a letter mailed by Nelson Doubleday, Inc. With the letter was an IBM punched card for the prospect to initial and return. The letter begins:

I am writing you tonight from the library of my home to ask for your vote of confidence.

Bob's comment: "This sort of takes the rag off the bush! Did the writer of this letter set up the punch cards at home too?"

Say What You Mean

Following is an "oldie" credited to Bennett Cerf:

An American engineer, built a dam for one of India's richest maharajahs. Delighted with the dam, the maharajah asked the American to accept a huge diamond and other priceless gifts. Declining, but not wishing to offend the grateful potentate, the engineer said, "Golf clubs are rather scarce at home now. If you wish to give me a couple of good clubs we'll all be happy."

Three months went by and the matter completely forgotten when the American received this cable: MY AGENTS HAVE COMBED THE UNITED STATES AND SELECTED THREE GOLF CLUBS WHICH I HAVE BOUGHT FOR YOU. I AM SORRY TO SAY HOWEVER THAT ONLY TWO OF THEM HAVE SWIMMING POOLS.

The Maharajah of B—

42nd ANNUAL DMAA CONVENTION

Sept. 13-16, Queen Elizabeth Hotel, Montreal

Some of the Major Program Events:

- Circles of Information
- Idea Trading Posts
- Canadian Markets
- Direct Mail Leaders Hall of Fame
- First Showing of '59 Direct Mail Leaders
- Latest and most complete Exhibit of direct mail materials, equipment and services
- Talks by Outstanding Leaders
- Planned Entertainment throughout the Convention
- Wives Entertainment Program
- Films on Communications

REGISTER NOW—

USE THIS HANDY CARD

Here's my Registration for the DMAA 42nd Annual Convention

Queen Elizabeth Hotel, Montreal

Sept. 13-16, 1959

- ☐ Member of DMAA. Complete convention registration Package, \$55.00 each.
- ☐ Non-Member. Complete convention registration Package, \$65.00 each.
- ☐ Registration for Wives' Program, Complete Package, \$25.00 each.
- ☐ Bill me
- ☐ Check enclosed

Name

Company

Street & No.

City

Zone State

- ☐ Please send hotel rates and reservation form.

**REGISTER
NOW
FOR THE
DMAA
ANNUAL
CONVENTION**

USE THIS HANDY CARD TO FACILITATE
THE NECESSARY ARRANGEMENTS

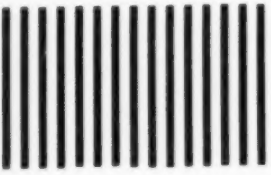
B U S I N E S S R E P L Y C A R D

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by

**THE DIRECT MAIL
ADVERTISING ASSOCIATION, INC.
3 EAST 57TH STREET
NEW YORK 22, NEW YORK**

**FIRST CLASS
PERMIT NO.
11966
New York, N.Y.**



DMAA

NEWS

Colin Campbell
Chairman of the Board
Robert F. DeLay
President

Direct Mail Advertising Association
3 East 57th Street, New York 22, N. Y.
Murray Hill 8-7388

Visit the DMAA Library To Get New Ideas for Your Direct Mail

Stumped for direct mail ideas? One way that you can get hundreds without work or time lost is to visit or call on the DMAA library. It is the biggest collection of direct mail advertising, in existence, and probably the biggest for any type of advertising. Carefully indexed are some 1200 campaigns for almost any type of product or service, and in addition are many thousand individual mailing pieces, filed and indexed.

Whatever your problem—one of ideas or materials, it is likely that you will find help and stimulation from the library, open from 9 to 5 weekdays.

Non-members are welcome to visit and use the library. DMAA members may borrow campaigns or pieces, and have material sent to them. Write for information if you cannot call in person.

Chairman Campbell, Pres. DeLay To Speak at California DM Days

Colin Campbell and Bob DeLay will represent the DMAA in appearances at Direct Mail Days in San Francisco and Los Angeles the first week in May.

Campbell will be the featured luncheon speaker at both events. DeLay will speak on industrial direct mail at the SF all-day session and will appear on the noon luncheon program in LA.

Millard Simon, Western Envelope Corporation, and Harry Murphy, California Physician's Service, are spearheading the San Francisco meeting. DMAA Board Member Fred Williams, Pennzoil Company, is assisting with arrangements in Los Angeles for the luncheon and afternoon session.

It's Sooner Than You Think — For Your Entry in DMAA's Contest

This year's DMAA Leaders Contest is off to the fastest start in DMAA's history, with the encouraging outlook that a new record for entries will be set. Already, more than 75 entries have been received. The deadline is July 1, for the portfolio that you submit in the competition for the 59 prize awards.

If you have not received the entry blank form, and would like to have your direct mail entered, write DMAA Headquarters for information and forms. Do it today!

DMAA Workshops

Circulation, Plaza Hotel, New York, May 28

Mail Order, Chicago, June 9, Ambassador East

Advertising Agency, Chicago, October

Direct Mail Days

San Francisco, Palace Hotel, May 6
Los Angeles, Ambassador Hotel,

May 7
Wichita, Kansas, Allis Hotel, May 13
New York City, Roosevelt Hotel,

May 14
Washington, D. C., Presidential Arms, June 16

Second Research Report Of New Series Mailed

Facts and figures from case history reports on testing and readership of Direct Mail highlight the second in the new series of DMAA Research Reports.

Readership tests discussed in the report give actual figures on "Who sees the mailing," "How much of it is read," "To whom it is passed on" plus many other vital statistics previously unreported.

Art Stein, Publisher of Coronet, to Speak at Circulation Workshop

The big day is May 28, the place is the Hotel Plaza, New York, for DMAA's circulation workshop. Art Stein, who is publisher of Coronet, and vice-president of Esquire, Inc. will deliver the featured luncheon talk. As publisher of a major magazine, his comments will have especial interest for everyone engaged in circulation work.

Other speakers for the morning and afternoon sessions will be announced later by Harry Hites, of Kiplinger Organization, Washington, who is serving as workshop chairman.

Attendance at the workshop is open to all, whether or not DMAA members. Fee, including luncheon, \$20. Write DMAA headquarters today, if you would like to attend.

New DMAA Publication

A new DMAA Research Report on the subject, "How to work with Mailing List Brokers" has just been prepared with the cooperation of the National Council of Mailing List Brokers. Ted Bihler, former DMAA Board Chairman, suggested the idea, which was immediately approved by DMAA and the Council for action. Copies of the Report are going forward to DMAA members, and also will be distributed by Council list brokers to their clients and prospects. Additional copies are available from DMAA Headquarters at \$5 each to non-members and \$2.50 to members. Also available from the Council, 55 West 42nd St., New York 36, N. Y.



Convention Steering Committee Head Noted For Originality

Douglas B. Mahoney is the name, and he is working with might and main to prepare for the DMAA convention, so that the program, the arrangements, the staging of DMAA's 42nd annual get-together will be a resounding success. As chairman of the Steering Committee, he has the big job of handling the hundreds of details, and their co-ordination.

A colorful personality, but operating with a quiet modesty, Doug is a prolific producer of outstanding direct mail, as advertising manager, and director, of Frank W. Horner, Ltd. pharmaceutical firm in Montreal. He is noted for the off-beat and highly original approach which he invariably achieves in the copy and format of his firm's advertising.

Learn About the Big Canadian Market

Selling in Canada, or do you want to sell in Canada? Here's an excellent opportunity to get first-hand facts and ideas on how this vast and growing market can best be cultivated.

One of the feature events on the convention program is a panel with Canadian advertising experts who will tell you the "what" and the "how" of selling in Canada. There's business in Canada, for those who go after it in an efficient and intelligent way.

Subjects to be presented include Canadian media, the French-speaking market, list sources, mail order conditions, customs and post office regulations. You'll learn much from this session.

Communication—Theme for DMAA Convention, Sept. 13-16, Montreal

Communication—how to "get across" to your customer and prospect is the hottest and biggest job for advertising today.

Recognizing the importance of this concept, the DMAA convention program committee has selected speakers and subjects to give direct mail people the best and most up-to-date thinking on this subject.

Nick Samstag of TIME, who works in the field of communication, and has to meet its changing facets, will be the convention keynote speaker. The title of his talk, "Looking at old ideas in a fresh new way" gives you a hint of what he has in store for us.

Also on the topic of communication and following Samstag's talk, will be a panel discussion on semantics, set up by the Montreal Semantics Society. Semantics is at the very heart of the subject of communication. For copy writers, for anyone who has to use words, written or spoken, this panel promises to be one of the most useful ever presented at a DMAA convention!

Showing of films on communication will add to the coverage and understanding of this important subject.

Mail Order Specialist To Present "Great Moments"

"Great Moments in Mail Order" will initiate the Wednesday morning DMAA sessions headed by Maxwell Sackheim.

A panel group will review, describe, illustrate and discuss some of the outstanding mail order successes of the present and the past.

Hall Of Fame Destined As Convention Highlight

One of the programming innovations at the Montreal meeting will be a Tuesday morning session "Hall of Fame".

Six former Direct Mail Leader campaigns will be dissected by panels of copywriters, designers and direct mail strategists. Each campaign will be condensed on colour slides and treated as to aims, market, concept, design copy, mailing list and results.

"Hall of Fame" will bring out why as well as how these campaigns were conceived and executed.



William McLean Hamilton, Postmaster General of Canada, who will be featured speaker at the DMAA Convention.

He spent many years in advertising work before election to Parliament and later appointment as P.M.G.

Entertainment? You Bet!

It would take a page just to tell you of all the exciting entertainment features in store for you at DMAA's convention. What follows is merely an outline, and more details will be given in next month's bulletin.

Starting with the "Bienvenue" cocktail party on Sunday night for early arrivals, and carrying through to the banquet and wives program, you will be treated to the finest entertainment offered on this Continent.

The cocktail party will provide an opportunity for you to make new friends and re-new old friendships. Lasting until midnight, this event will set the pace for the convention's entertainment.

At the annual dinner Tuesday evening, you will be treated to fine food and sparkling entertainment with the true flair of the French. Dining at the Queen Elizabeth Hotel is an experience that offers "cuisine française" at its very finest with dishes to provide fond memories.

Numerous receptions and parties that traditionally are held at DMAA conventions will again be provided this year. Everyone who attends the convention will have a full round of social events, to balance the working and learning sessions which comprise the basis of the convention.

USE THE HANDY CARD TO REGISTER NOW Enregistrez-vous des maintenant! Cartes d'inscription ci-joint.

ROUGH IDEAS ... REFINED



Let us

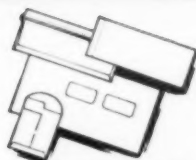
DESIGN, ILLUSTRATE, PRODUCE

your ENVELOPES

Cupples-Hesse designs and produces millions of envelopes and letterheads for industry.

Designing superior envelopes, both stock and custom-made, is Cupples-Hesse's business. Before your next mailing, let one of our salesmen show you samples of the work done for our clients. CUPPLES-HESSE'S CREATIVE DESIGN DEPARTMENT specializes in styling envelopes, letterheads, and in adapting your advertising theme, in black and white or multi-color, to your envelope. We do the entire job: envelope design, layout, photography, finished art and printing. Cupples-Hesse does it artistically, efficiently, economically—for America's leading manufacturers.

Let Cupples-Hesse help you step up your returns.



ENVELOPES

Correspondence
Postage Saver
Window
Catalog
Packaging
Red Line Pop Open
Red Line Pull Out
Zip Strip



TAGS

Printed or Plain
Wired or Strung
Shipping
Laundry
Merchandising
Production Control
Booklet
Special



CUPPLES-HESSE CORPORATION

ST. LOUIS • DETROIT • DES MOINES

Call your local representative for information. Consult yellow pages under "Envelopes" or "Tags".



The second mailing, a 4 oz. jar of pink caviar, focussed attention on one of the season's best promotional colors . . . and at the same time gave the recipient a mailing piece which had originality, memorability, and longer life than much of the direct mail material crossing his desk.

CAVIAR AND COBBLESTONES SELL STOCKINGS

by Dee Hassler, Account Manager
Beaumont, Heller & Sperling, Inc.

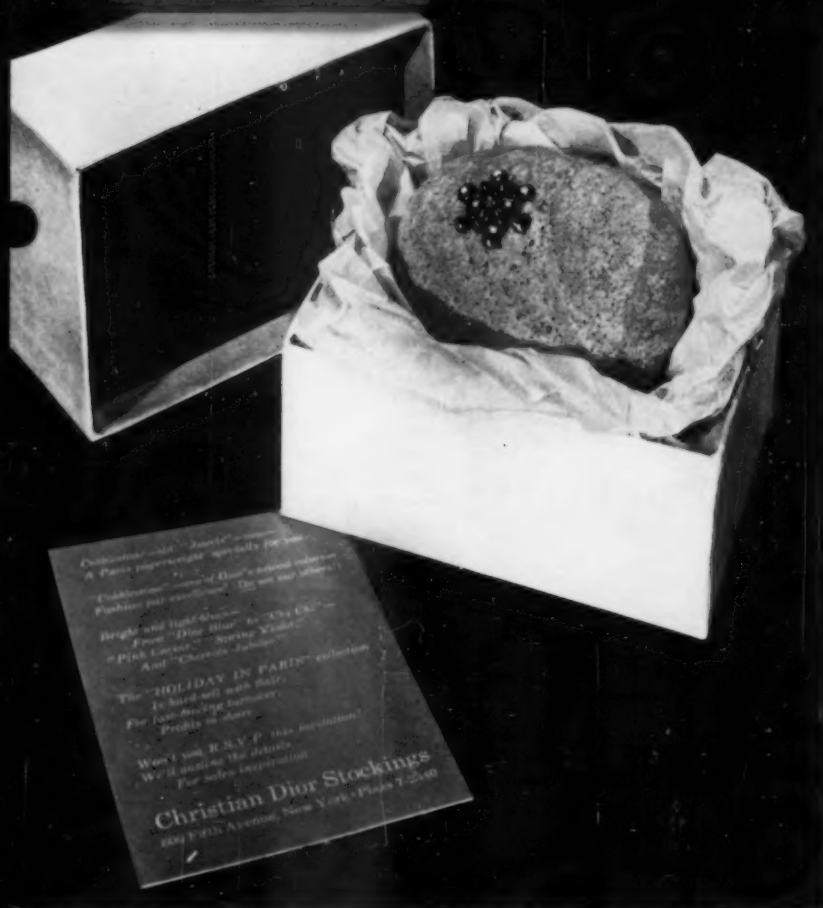
CHRISTIAN DIOR STOCKINGS are a high fashion line of women's nylon hosiery retailing at \$1.65, \$1.95 and \$2.50 per pair. This limits prospective buyers to top management contacts high in fashion department and specialty stores . . . and *this* limits the mailing list to approximately 600.

So . . . when Christian Dior Stockings decided to launch a direct mail

campaign through its advertising agency, Beaumont, Heller & Sperling, Inc., Reading, Pa., the fact of a limited mailing list made it possible to project an unusual campaign. It was decided to make the mailing materials memorable so that they might serve a triple purpose. (1) They had to bring to mind the Christian Dior name, (2) enable the recipient to recall Dior's

seasonal stocking colors, and (3) most important, justify themselves by a sales increase.

The spring, 1959 mailing campaign epitomizes the hard sell with flair technique which, last year won a DMAA award and now, for the third successive year, is producing sales results. Theme of the spring campaign is "Holiday in Paris." The build-up



Following the technique of "hard sell with flair," the third mailing piece, a jeweled cobbler, again capitalized on one of the most popular spring colors in the Dior stockline. Although neither the caviar nor the cobbler were labelled with the Dior name, it was felt that they had sufficient impact in themselves to sustain recognition.

for the "Holiday in Paris" collection started with an invitation to the market showing of spring colors. This first mailing piece was done in exactly the same French fold format as the color card issued by the manufacturer, thus eliminating the cost of additional artwork and creating double identification for the color card. The market invitation was mailed shortly after Christmas. It named many of the Dior colors for spring in running copy which gave a vignette of Paris in spring.

Ooh, la, la! (the copy said)
Pictures and Nostalgic memories of our
HOLIDAY IN PARIS—
"Sparkling Champagne," "Pink Caviar,"
and "Cherries Jubilee," recall exciting
moments on the "Left Bank."
What romantic thoughts as we tramped
over "Cobblestone" in "Gendarme
Blue," watched the "Fountain Spray,"
"Can Can" was sheer "Follies Delight."
Snapshots we took at the "Sidewalk Cafe"
captured all the gaiety of the "Toast of
Paris."

Our HOLIDAY IN PARIS collection
for Spring 1959 will be shown during

market weeks beginning January 5. Mr.
Georges de Seynes, from Christian Dior,
Paris, will be with us then to greet you.

Christian Dior Stockings
600 Fifth Avenue — New York 20,
N. Y.

This mailing was followed, three
weeks later, with the mailing of a 4
oz. jar of pink caviar, chosen to arouse
interest and draw attention to one of
the most promotional colors in the
line. The caviar was packaged in a
special pink box, with black tasseled
lid. When the lid is opened, a copy
insert unfolds to identify the mailing
and tell the recipient that:

Pink Caviar is one of the newest color
treats in the Christian Dior collection
to whet any fashion appetite
... All 20 colors should get the Croix
de Guerre but the colors PLUS the
merchandising selling aids ...
la, la, magnifique! Leading stores are
making PROFIT with Christian Dior
—may we interest you?

Christian Dior Stockings—600 Fifth Ave-
nue, N. Y.

Reporter's Note: We were intrigued with
Christian Dior's DMAA award winning cam-
paign last year, and how they achieved high
impact in the right mood among busy re-
tail buyers. So we were delighted to get
a look at the 1959 model and learn that
the three year old spectacular approach is
paying off with increased sales.

The "Cobblestone" mailing — a
jeweled cobbler paperweight—also
capitalized on one of the best spring
shades. Following the caviar mailing
by about two weeks, the Cobblestone
mailing was again identified with
Christian Dior—this time by a poem
which mentioned "Cobblestone" as
one of Dior's newest colors and in-
vited the recipient to "come see the
others."

"Cobblestone"—old, "jewels"—new
A Paris paperweight 'specially for you.
"Cobblestone"—one of Dior's newest
colors—
Fashion par excellence! (Do see our
others!)

Bright and light blues —
From "Dior Blue" to "Chi Chi"—
"Pink Caviar," "Spring Violet,"
And "Cherries Jubilee."

The Holiday in Paris Collection
Is hard-sell with flair
For fast-moving turnover
Profits to share.

Won't you R.S.V.P. this invitation?
We'll outline the details
For sales inspiration.

Christian Dior Stockings—600 Fifth Ave-
nue, New York.

Although it is too early to measure
the results of the spring Cobblestone
and Caviar campaign, it seems to be
headed in the direction of success, as
were its predecessors. Memorable mail-
ing materials during the past two sea-
sons have been justified. Last season's
sales showed a 33% increase. The
combination of impact direct mail, a
smooth working sales department and
a strong point-of-sale merchandising
program is just hard to beat in mov-
ing top merchandise. ●

HOME ADDRESSES ARE BEST!

- **YES — HOME ADDRESSES** — are best for Public Relations, Fund Raising, Sales Promotion and Getting Sales Leads by mail.
- **AND THE REASON** — 8 pieces of mail received in 8 different homes will far outpull eight arriving together at one company address.
- **AND THE KNOW-WHY** — A Compilation Engineer has it to identify people as Individuals of Above Average Intelligence, Culture and/or Income (Folks who have income to spend, invest or give).
- **AND THE KNOW-HOW** — A Compilation Engineer has it to avoid duplication in selection and to provide lists where each name has been checked for the latest home address.

DREY'S SELECTED HOME ADDRESS LISTINGS

- 100,000 Adults Interested in Social & Emotional Problems
- 210,030 Architects & Engineers
- 75,000 Art Creators & Appreciators
- 60,000 Catholic College Alumni
- 70,000 Civic & Community Leaders
- 500,000 College Students at Home
- 160,000 College & University Faculty
- 45,000 Selected Contributors
- 150,000 Social Scientists
- 50,000 Home & Garden Enthusiasts
- 575,000 Ivy League Alumni
- 135,000 Key Business Executives
- 180,000 Miscellaneous Alumni
- 100,000 Music Creators, Appreciators
- 175,000 Physical Scientists
- 150,000 "Professionals" (All Types)
- 75,000 Society Page Newsworthies
- 250,000 V. I. P.'s

LIST D909—A National List of more than a million A.A.I.C. and/or I°. Home Address Names. It includes thousands of residents of important U.S.A. communities — Compilation Engineered to list *Individuals of Above Average Intelligence, Culture and/or Income, without duplication, at the home address. Includes Bank Directors and Officers, Executives listed in Dun & Bradstreet's Directory, Contributors to Hospitals, Museums, Symphonies, etc., Individuals listed in Who's Who, Scientific and Engineering Society Rosters, etc., etc. Identified names whose current addresses have been verified.

OFFERED PUBLICLY FOR THE FIRST TIME

10,000 Public Utility Executives, 21,000 School Board Members
112,000 Executives of Dun & Bradstreet's Million Dollar Enterprises
25,000 Bank Directors, 35,000 Bank Officers, 12,000 Insurance Executives

- **AND IT'S PROFITABLE** — You know whom you want to reach and where they live. The above lists, which are kept up to date, have proved profitable for Sales Promotions, Fund Raising, Getting Sales Leads by Direct Mail and Public Relations Campaigns of our present clients.
- **AND THE NEXT STEP** — Enclose a sample of your mailing and/or describe briefly what you want to accomplish. Write for full information about the above proven lists or any others you require.

WALTER DREY, INC.

Compilation Engineers • Mailing List Specialists

BROKERAGE

• COMPILATION

• RESEARCH

257 Fourth Ave., New York 10, N. Y.
Telephone: ORegon 4-7061

333 N. Michigan Ave., Chicago 1, Ill.
Telephone: FInancial 6-4180

HOW DO YOU EXPLAIN . . . WHO AND WHAT YOU ARE

Some companies seem to have a difficult time communicating to their segment of the public exactly who they are and what they do. Copywriters get bogged down in boastful repetition and cloudy thinking, possibly made worse by top-executive blue penciling or interference.

During the past several months, we've been watching the mail carefully to discover the best examples of explaining a corporate image . . . or rather making it crystal-clear what a company does and what it stands for.

We've picked out four which appealed to us the most. Perhaps you'd like to know about them.

Number One happens to be from a creative organization which specializes in constructing corporate literature. The 20-page, 11" x 11" brochure of The Peter Mehlich Organization, 21 E. 63rd St., New York 21, N. Y. is beautiful and impressive. Dramatic photographs describe the work of the artists and craftsmen. Full color montages illustrate some of the corporate images (such as annual reports) created for leading American companies. It's a top-drawer production and you should try to get a copy. The only thing we didn't like about the production was the press release accompanying the brochure. Here the copywriter went haywire with too much wordy enthusiasm, such as: "This exemplary brochure represents the virtual optical optimum in graphic design. Its balanced visual statements emanate that much-coveted end result: reassuring certitude of effect." But even this wordiness didn't dampen our enthusiasm for the good job of picturing what they do.

Number Two (and perhaps not in that order) is a 40-page, 8½" x 11" brochure produced for the sole purpose of explaining the workings of The Jack Wrather Organization, 270 N. Canon Drive, Beverly Hills, Calif. Even without the beautiful full-color photography and pleasing typography . . . the copy alone tells a fascinating story of American enterprise. The Wrather Organization is a management team supervising and directing the activities of a group of separate

(Continued on Page 44)



MACKINAC — A NEW NAME TO REMEMBER!

MACKINAC job-ready papers are made for those who take pride in results . . . for those who are seeking clearer, sharper, cleaner impressions every time.



Each paper in the MACKINAC line is specifically made to do a better job. Each paper has an especially prepared surface to insure clearness and sharpness in the process for which it is made and to bring new efficiency to your work.

Only the best wood pulp—100% bleached chemical wood pulp—is used in the manufacture of all MACKINAC BUSINESS PAPERS. Precision cut at the mill to sizes 8½x11" and 8½x14", these quality papers are mill-conditioned and packaged in moisture proof wrappers. Each of the papers is available in brilliant white and six bright colors.

The complete Mackinac line consists of:

MACKINAC BOND
MACKINAC DUPLICATOR
MACKINAC MANIFOLD
MACKINAC Mimeo
MACKINAC OFFSET
MACKINAC OPAQUE

Sold by authorized distributors.

FLETCHER PAPER COMPANY



20 NORTH WACKER • CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN

EXPERIENCE COUNTS

*"A Satisfied Client Is
Our Biggest Asset"*

- For Direct Mail Advertising
- Maintenance of Customer Mailing Lists
- Addressing • Mailing
- Preparation and Printing Every Type Literature.

PONTON gives the exceptional in Client Services! Our Experience . . . 74 years of professional "know-how" in the Direct Mail Field . . . helps Clients locate new dimensions in marketing campaigns at the lowest possible cost.

"Selectronics" — Electronic Selection of Mailing Lists — Another PONTON FIRST!

can pin-point prime prospects or blanket a mass market . . . as PONTON catalogs over 12,000 List Classifications electronically selected to your personal order. Our IBM Equipment guarantees against error . . . duplication . . . waste . . .

PONTON Lists are full-fledged Advertising, Marketing and Selling mediums. There is no area PONTON cannot code for you . . . Financial Strength, Employee Strength, Executives, Professional, Industrial, Retail, Wholesale, Income . . . or any other.

PONTON CLIENT SERVICES

mean dependability, efficiency, lower promotion costs and greater savings for you.

Use Ponton Packing & Shipping Co. (a Subsidiary of W. S. Ponton, Inc.), for Packing and Shipping Your Merchandise, Domestic and International.

WRITE NOW FOR THE 1959 PONTON CATALOG "List-O-Trades"

The Most
Complete
Direct Mail
Catalog
Published



W. S. PONTON, Inc.

44 HONECK STREET, ENGLEWOOD N. J.
Phone: LOwell 9-5200
New York Phone: MUrray Hill 7-5311

companies with common ownership . . . representing various segments of the communications field in both the entertainment and non-entertainment areas.

The Wrather Organization owns such things as oil companies, television stations, movie companies and hotels. It controls the farflung Muzak Corporation and produces such well-known serials as: The Lone Ranger, Lassie, Sergeant Preston and Tom Swift . . . a total of 21 top programs. Amarillo-born Jack Wrather has surrounded himself with an impressive array of executive talent, most of whom were enlisted from the business and financial worlds rather than entertainment. If you want to see a fine example of explaining a corporate image without asking anyone to do anything about it . . . try to get a copy of this report.

Number Three on our list this month is not so glamorous, but it seemed to us to be the best explanation yet of the work of a label company and the place of labels in the marketing picture. We tip our hats to the 43-page, 8 1/2" by 11" book, "Ideas in Action," recently released by the Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. No need to describe it in detail. It's just a darn good job of explaining. And well organized. Must have been a tremendous task putting all the pieces together.

Number Four spot should go to a simple but dramatic piece which is a broadside rather than a brochure. The front cover is a solid red with a few printer's register marks scattered over page and one reverse white line of type, "People Do Some Things Better Than Anybody." The piece then opens four times. Each succeeding unfolding reveals a pictorial-word story of the work of the Hennage Printing Co., 9th & Kearny Sts., N. E., Washington 17, D. C. Shows the craftsmen and machines who turn out the work. With the last unfolding you have a sheet measuring 34" x 44" with two words in big red letters 30 3/4" high, preceded by a small black "we." The two red words: "Think Big." Even if it is boastful, we think it's a fine example of explaining "who we are and what we do."

In the days ahead, we hope more companies will concentrate on clear explanations of that important phase of their business. We'll keep our eyes peeled for "the best." ●

FUND RAISING INDUSTRIAL COMMERCIAL MAILING LISTS

State your list needs
and we will send you details
at no obligation to you.

WILLIAM M. PROFT ASSOCIATES

Brokerage • Compilation
Research

42 Main St. Orange, N. J.
Telephone: ORange 7-1300

TINY in size...
TINY in price...
BIG in popular appeal

these
perfectly
scaled-down
MINIATURES
REALLY
WORK

- Charms
- Prizes
- Letter gadgets
- Giveaways
- Premiums
- Cute gifts
- Package enclosures

jack knife
nut cracker
tin snips

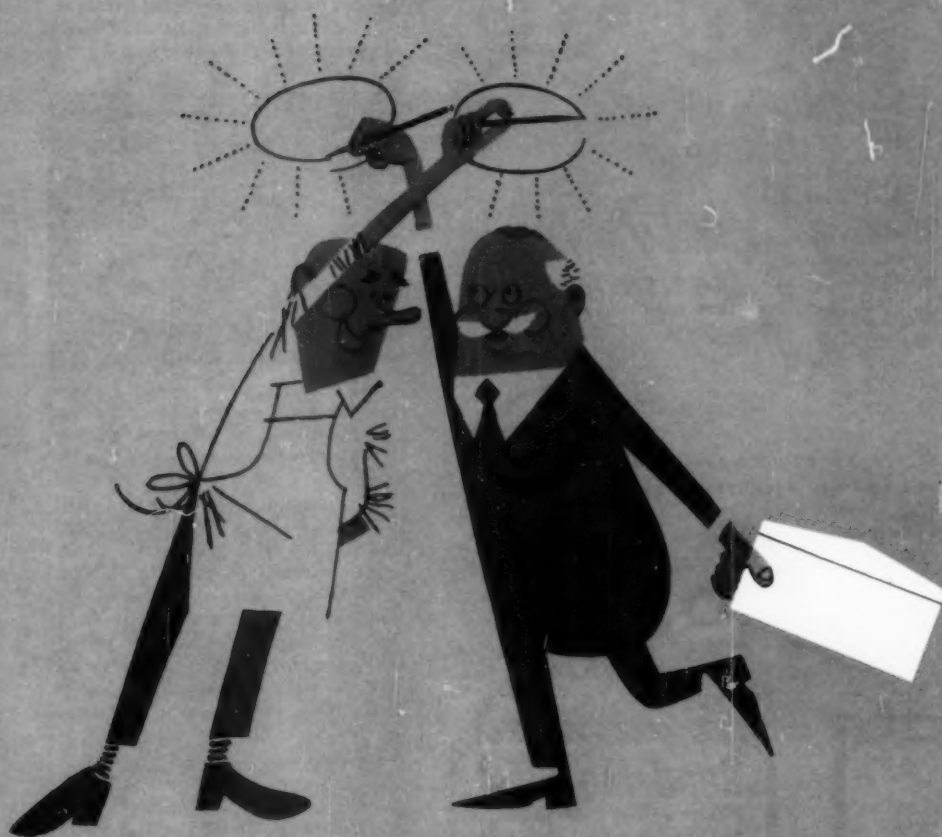
Authentic metal, exact in every detail; fascinating to use . . . these miniatures are "cast-assembled" in one operation by GRC's exclusive "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.

Write, wire, phone TODAY for samples and prices of GRC metal miniatures.

GRIES REPRODUCER CORP.

World's Foremost Producer of Small Die Castings
11 Second St., New Rochelle, N. Y.
New Rochelle 3-8600

MEAD WOVE



A PRINTER'S KIND OF ENVELOPE... WITH A CUSTOMER'S KIND OF APPEAL

■ Printers prefer Mead Wove Envelopes because the deep-cut flaps mean sharp, even imprinting without marring, less makeready time, smoother, faster press runs. Customers prefer Mead Wove envelopes because of the sure-seal flap, good opacity and brilliant blue-whiteness of the stock. Mead Wove's built-in humidity resistance and substantial feel tell customers that they're using the best!

The Union Envelope Company, Richmond and Birmingham, and the Niagara Envelope Company, Buffalo, manufacture a complete line of regular, window and remittance style envelopes, along with a new line of Mead Vellum Booklet envelopes for annual reports and other prestige mailings. Order from the Mead Papers merchant nearest you.



SALES OFFICES: MEAD PAPERS, INC., DAYTON 2, OHIO AND IN ALL PRINCIPAL CITIES



... he
called in

Marbridge
PAINTING COMPANY, INC.

producers of fine printing since 1914

• TYPOGRAPHY • LETTERPRESS • OFFSET

225 VARICK STREET, NEW YORK 14, N.Y. • WATKINS 4-8660

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

Read-Me-First

power of four color process pictures on your ENVELOPE (and letterheads, too!)

FREE KIT when requested on business letterhead

Top quality . . . bottom prices

Colortone Press

Color Stationery Specialists

2412-24 17th St. N.W., Wash. 9, D. C.

FAST



APPLY LABELS

Any Roll or Strip Label WITH WING MAILER

CHAUNCEY WING'S SONS
GREENFIELD, MASS.

BUSINESS REPLY CARDS

\$4.50 per 1,000
in 10M lots.

Printed in Color of your choice on 100 lb. White Index. Send copy. Proofs furnished for O.K.

BLACK OAK PRESS

2325 Durbin St., Black Oak, Gary, Indiana

McINTYRE TO INSTALL UNIVAC BY '61

O. E. McIntyre, Incorporated of Westbury, L. I., N. Y., went on record April 8th with an announcement that they would be the first direct mail producer to install Univac. Conversion will be completed sometime in '61.

At a press conference at their Westbury plant, executive VP Randall P. McIntyre showed pictures and explained the complex system which will house their 36,000,000 family market, which is currently on punched cards. The advantage in data storage, accuracy, speed and analysis of direct mail returns will be enormous.



A reel of magnetic tape containing market data, names and addresses for 65,000 families is examined by O. E. McIntyre, president, O. E. McIntyre Incorporated.

For example: "One reel of half-inch magnetic tape, weighing approximately three pounds, contains information on 65,000 families. Punched cards containing a similar amount of data occupy one and a half large storage tubs and weigh approximately 600 pounds. Fifteen thousand feet of floor space now used in file maintenance will be freed when the transfer of information to tape has been completed.

"The entire 36 million family market can be processed, read and noted in 45 hours. Then, the names and addresses selected for a client's mailing can be printed by the high speed printer at the rate of 60,000 per hour. Modern mail marketing depends upon accurate and exhaustive analysis of results of previous mailings so that future mailings can be directed to the most responsive segments of the market. The Univac will make such studies faster, more accurately, and more economically, and thus improve the results of customers' mail programs."

Part of Randall's presentation showed what they are presently doing

Mailings done in spare time!



"A mailing used to be a Big Thing around here—tied up three of us, and we all got behind in our other work. Now the Model 3300-FH and I can fold and stuff special mailings, or just daily mail, in my spare time, and get them all out easily."

The new Pitney-Bowes Model 3300-FH combined Folding and Inserting Machine will fold and stuff in envelopes 500 single sheet enclosures in eight minutes—can be used for letters, leaflets, cards, invoices, statements, bulletins, even loose or stapled sets. A second enclosure can be handled by a separate run-through. It can be set in a minute without tools and is easy to use.

Planned for the smaller office, the 3300-FH speeds up regular mailings,

cuts their cost; also useful for your ordinary daily mail; saves disruption of schedules, borrowing girls, and overtime. It is a real economy in any office—and a great convenience. Its inserter unit hooks onto any PB folding machine, or operates separately.

Call the nearest PB office for details. Or send coupon for free illustrated booklet and case studies.

FREE: Handy desk or wall chart of postal rates with parcel post map and zone finder.

Model 3110, with six optional stations, stuffs up to six enclosures at speeds to 6,000 an hour. Offers optional hookup with a PB postage meter mailing machine.



PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter... 121 offices in the U. S. and Canada, with nationwide service coast to coast.

PITNEY-BOWES, INC.
5763 Crosby St., Stamford, Conn.

Send free ☐ illustrated booklet and "case studies" on PB Folding and Inserting Machines; ☐ Postal Rate Chart

Name

Address

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAMS ADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: Spring 7-7440
 CHARTER MEMBER: National Council of
 Mailing List Brokers

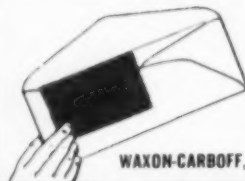
SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

SELF-DUPLICATING 3"x5" INDEX CARDS

*provides an automatic
file record of mailing
lists while addressing*



EASY TO USE! Simply place self-duplicating card under flap of envelope or behind address area of letter before typing or using addressing machine. Write direct for **FREE** samples.

WAXON-CARBOFF, Inc., 8 Commercial St., Rochester 14, N. Y., Dept. D-5

SPEED TYING OF OUTGOING MAIL

SAVE TIME-LABOR-TWINE

**TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER**



There is an **ALL-PURPOSE PAK TYER** for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

FELINS TYING MACHINE CO.
 3351 N. 35th St.
 Milwaukee 16, Wis.

I'VE CHANGED MY NAME!

After 16 years of equal partnership, Jim True and I have shaken hands, and I'm now in the mailing list business under my own name.

But only the name has changed. You'll still get the same old "Hank" Ruby service: judgment, experience, and integrity added on to any advice and service you need on mailing lists.

Let my more than 40 years of experience in list compiling, list brokerage, and list analysis help do a better job of list selection for you.

Write or call me whenever you have a special list problem.

C. H. "HANK" RUBY & COMPANY, INC.

339 West 51st Street

New York 19, New York

Tel: JUDson 6-5315

in fields of publishing, soap, automotive and insurance... huge programs aimed at capturing larger share of market for their clients. About the future, he had this to say:

"Tomorrow, a number of other industries will be using this kind of direct mail and the Univac II will prepare us for that day. A large tobacco company will realize that the same methods that soap companies have used to achieve market penetrations of 30% and 40% for individual brands can be applied in the tobacco field where individual brands are considered best sellers if they possess 5% of the market.

"It probably will take some time for tobacco companies to take this step because large-scale couponing and sampling is mighty expensive. But, if tests show that it works, it will be used, and its use will demand radical realignment of present advertising budgets.

"Today we are using direct mail to locate those families planning to buy a new car. A similar technique will be perfected for the manufacturers of household appliances. Refrigerators are not sold by the thousands to thousands of families, but, rather, one at a time to an individual family who wants a new refrigerator. Direct mail possesses the ability to identify this family so that a local salesman can concentrate his personal sales effort where it can do some good."

O. E. McIntyre, President of the 10 year old firm, spoke of their growth. "I believe that the growth of the (direct mail) industry can be illustrated by our own expansion here at McIntyre. Our firm was founded in 1917 because we felt there was a need for improved selectivity and higher quality in the industry. In 1943, at the end of our first fiscal year, our sales were \$262,300.

"For the year ended March 31, 1959, sales were approximately \$6,337,300. This \$6,337,300 figure represents what our clients paid to us for services in planning, creating and producing volume mail programs. Adding the additional costs of postage and printing to this figure, our clients spent more than \$20,000,000 for mail programs during the last year.

In the same period, we have established a thriving subsidiary, O. E. McIntyre of Canada Ltd., in Montreal, which I believe is the largest mailing house in Canada. And we expect to announce further expansion plans here in the United States very shortly."

SELF-ADVERTISING FOR PRINTERS AND AGENCIES

The Reporter is glad to see how many printers and agencies are jumping on the bandwagon to do a better job of promoting their services by direct mail. In the past, most printers and creative people were too busy to use their own facilities to sell themselves. A recent mention of the bettering situation . . . brought us more good examples.

The local members of the newly formed Direct Mail Creation and Production (DMCP) with headquarters at 1814 Jefferson Ave., Toledo 2, Ohio are doing a fine job of promoting . . . backed up with an impressive manual on "Modern Direct Mail." If you get a chance to contact one of your own locality members . . . examine the manual carefully.

Keller-Crescent Co. (printers and advertising agency) 16 S. E. Riverside, Evansville 8, Ind. six months ago started an excellent self-advertising house magazine titled: "Take Five." Don't exactly understand meaning of title . . . except perhaps it takes about five minutes to read. The eight 4 1/4" x 9" pages are filled with spritely short items. Some important, others just interesting fillers. We learned, for example, that "antidisestablishmentarianism" is not the longest word in the dictionary (with only 28 letters and 12 syllables) but is exceeded by a 29-letter tongue twister . . . "flaccinaucininihilpification," which means "the estimating of something as worthless." But we won't use that word for "Take Five."

Other newsletter-house magazines from producers are getting attention. Clark-O'Neill, 1 Broad Ave., Fairview, N. J. have started a fine four-pager titled, "Indicia." Information on pharmaceutical advertising and Clark-O'Neill list services. Cavanagh Printing Co., 1523 S. 10th St., St. Louis 4, Mo. now have an excellent direct mail newsletter filled with helpful hints and news. There are many other fine lettershop newsletters which we've mentioned previously.

We continue to admire the house magazine, "The Jaqua Way," published by The Jaqua Co., 101 Garden St., S. E., Grand Rapids 2, Mich. Edited by Wilferd A. Peterson. Its format changes frequently and the items are most helpful.

Larry Chait, 375 Park Ave., New



A flip of the switch...

a press of the button...

LOOK, NO HANDS



Auto-typist eliminates routine typing and dictation...by automation

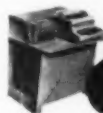
Auto-typist brings you office automation! It's the fastest, most accurate way to handle all repetitive correspondence . . . and it's true that well over half of general office correspondence is routine, or follows a standard form. Sales letters, order acknowledgments, answers to inquiries, collection letters, just to name a few, can be handled efficiently and economically by Auto-typist. Any one of your girls can turn out 125 letters a day with an Auto-typist—3 to 4 times normal manual typing output. Any standard office typewriter can be converted into an automatic typing machine—and one average typist can operate as many as four Auto-typists.

How Auto-typist works . . . Carefully prepared letters or paragraphs are perforated on a paper roll which operates the typewriter keys . . . similar to a player-piano roll. Twenty or

thirty complete letters can be included, or a series of paragraphs which can be combined to make up many letters.

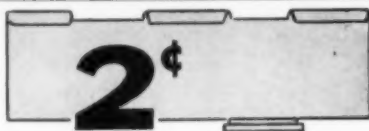
Salutations are manually typed, then, by merely pushing the numbered button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter, or assembles the paragraphs in proper order, and types it *perfectly!* Manual insertions can also be made at any point desired.

The Auto-typist method . . . the perfect push-button method of typing automatically . . . offers definite savings to every cost-conscious organization. Write for free booklet.



Auto-typist

STILL



ON OUR 50TH ANNIVERSARY

Globe sets up your names on plates for as low as 2¢—addresses them at speeds up to 60,000 per hour on your orders—at less cost than your own department. Will use your present system, or any system desired.

Takes all the machinery out of your office, expands your capacity to hundreds of employees, frees executives for more important matters.

For publishers—complete service available from cage to Post Office. You open mail to take out remittances. Globe does all the rest—renewal series, collection series, changes of address, correspondence, premiums, preparation of reports, etc.

No distance barrier—can be handled from anywhere. Visitors to our convenient plant made welcome.

Telephone OR 5-4600 for appointment,
or drop a line to D. M. Hopney.

GLOBE FULFILLMENT CORPORATION

(An extension of Globe Mail Agency, Inc. and predecessor companies.)

148 West 23rd Street, New York 11, N.Y. • ORegon 5-4600

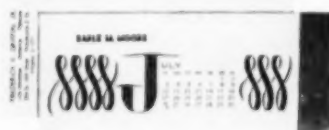
3 MONTHLY BUSINESS BOOSTERS EACH INDIVIDUALIZED WITH YOUR CLIENT'S OR PROSPECT'S NAME PRINTED ON THE FRONT.



The **PERSONAL APPOINTMENT RECORD**, three folded panels, fits the man's coat pocket for keeping track of away-from-office dates, meetings, dinners, birthdays, golf. Over a square inch space for each day of the month.



The **DESKCALENDAR** folds to fit the woman's purse, or it will stand on her desk or dressing table. A line for each day of the month inside.



The **DESKFINDER BLOTTER** with its colorful new design each month is welcome on any desk. It fits the standard No. 10 envelope.



Each costs less than a phone call, and your complimentary ad is included. Which interests you? Samples and prices on request.

We are also equipped to individualize material furnished by you.

COSTA MESA 4 **THE DESKFINDER CO.** CALIFORNIA

York 22, N. Y. continues to do a good job in promoting his new counseling agency. Latest piece, "How to Advertise and Sell to the Consumer Market by Mail," contains a script of his recent talk before the Chicago Mail Advertising Club. Copies are available.

Roy Rylander of The Rylander Co., 216 W. Jackson Blvd., Chicago 6, Ill. has been issuing some unusual self-promotion pieces. A recent letter had a solid black background with letterhead at bottom and all lettering and typing in reverse white, but printed backward. To read copy headed, "Who's Backward?" sheet had to be turned and held to the light. Another Rylander novelty letter was mailed on first day new pennies became available (first change in the Lincoln cent since 1909). A sample of the new coin was tipped to letter . . . to point up the importance of thinking more seriously of your direct mail pennies and dollars.

One of the most unusual promotions reached us in a series of four screwball unidentifiable letters postmarked Los Angeles, Calif. but seemingly coming from a Boswell Beaver, president of the Beaver Dam Construction Co., who in brilliant copy explained his problems with his dam salesmen, log straddlers, communication tangles and empire builders. Lively beaver cartoons illuminated the letters. A fifth letter finally arrived with Boswell revealing that the dam situation had been resolved and that the promotion was for Lawrence C. Wise of the Hooen Letter Co., 214 W. Olympic Blvd., Los Angeles 15, Calif. A final letter from Mr. Wise tied the whole thing together in a logical but humorous way. This kind of offbeat campaign is difficult to handle . . . and sometimes dangerous. But Boswell Beaver aroused a lot of favorable attention.

As a result of a Short Note in March 1959 Reporter, "Why don't more printers and lettershops use a series of short-message post cards to advertise their services?" . . . we received a peculiar case history from E. R. Brown, president of Brown Advertising Services, 110 W. Fayette St., Baltimore 1, Md. He has been doing that for the last ten years . . . but in a limited way. Mr. Brown has just three stock, simply printed, two-color, double post cards briefly explaining his facilities . . . with return card asking for an interview. He mails these cards to hot prospects at times of year when they would naturally be considering printing and direct mail.

It doesn't matter if they've received any one or all of the cards before (repetition helps). Most of his business has resulted from the cards. At one time, he received a perfect 100% inquiry return plus 100% sales. But Mr. Brown was quick to explain that he picked out three companies he knew were in the market. All three returned the card. All three were visited personally. All three purchased. Proving again that direct mail doesn't necessarily have to be extravagant or complicated.

We like to watch these self-promotion efforts of the producers and counselors of direct mail. It helps the whole direct mail public relations picture if the promotions are well done.

ADVICE ON ENVELOPES

When you are planning a mailing of a large number of identical pieces in the same kind of envelopes, there are certain mechanical requirements which should be followed if the mailing operation is to be effective and efficient. While these apply especially to machine inserting, they are equally helpful when the mailing preparation is done by hand.

First, the envelope should be at least $\frac{1}{2}$ " longer than the inserts. Clearance at top and bottom should be at least $\frac{1}{4}$ ". When the inserts are thick or bulky, additional allowances should be made.

Envelope side flaps should be tapered, not square cut, to assure easy movement through the machine. Envelope paper should be regular wove or vellum. Glazed or coated finishes are very difficult to run through inserting machines because of their smooth surface.

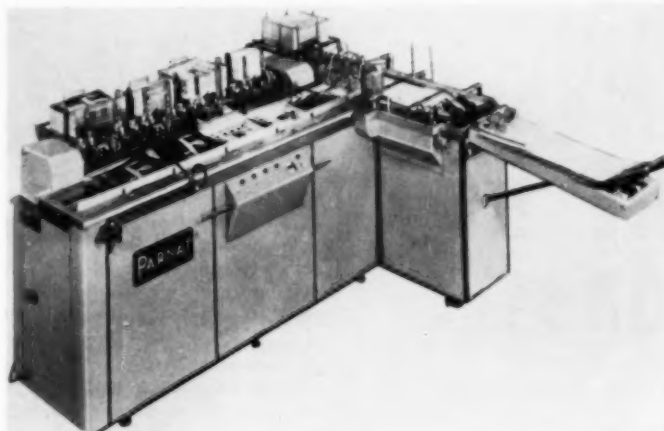
(From the always informative "Between Calls," house magazine-newsletter of Stanford Paper Co., 3001 V St., NE, Washington 18, D. C.)

ONE FOR THE BOOKS

The secretary of Carlisle Estes of Conde Nast Publications, New York has a boy friend who is an interne. A short time ago, he received a direct mail package "to end all direct mail packages," according to Cal. We won't reveal name of promoter of an "exclusive service" . . . but some of you may enjoy the form letter which was carefully filled in. Attached to it was a personal questionnaire card which if signed also promised to pay a fee if results achieved.

AT LAST! The PARNAT MAILER

An Honest Machine at an Honest Price



- Collates and nests pieces of literature, booklets, catalogs, folders, magazines — either folded or unfolded.
- Inserts collated and nested materials into open end envelopes from 6" x 9" up to 9" x 12", up to 5000 per hour.
- Seals, stacks and counts the envelopes.
- Continuous feed, no stopping for reloading.
- No set-up time nor skill needed.
- Electronic quality control.
- Can be equipped with postage meter.
- Furnished in any number of stations.
- Performs automatically and economically, operations previously done only by hand.
- Turn a knob and exchange one guide for another and the PARNAT MAILER has become the most versatile and efficient collator ever created: the PARNAT NESTING COLLATOR.
- Two machines for the price of one.
- The care-free Machine — No lubrication ever needed.
- Compare value and efficiency — Ask someone who has one.

Financing — Renting — Leasing

PARNAT BUSINESS MACHINES CORP.

1816 Boston Road

New York 60, N. Y.

Tel.: TU 7-0600

THE VIEWER- MAILER THAT "STARTED" THE '59 FORD!



This inexpensive folding viewer by Taylor-Merchant, with color transparencies of the new car models, helped get the '59 Ford off to a flying start.

Mailed to over 300,000 Ford stockholders, it gave a colorful preview of the new models two weeks before the public unveiling.

This is a typical case of how visual aids by Taylor-Merchant speed the march of goods and ideas efficiently and at a cost no higher than that of an ordinary direct mail piece. Write today for full information. No obligation at all.



the taylor merchant corporation
48 west 48th street, new york 36, n. y.
PLaza 7-7700

dirty shoes

can lose the sale!

An unsightly appearance on the part of a representative is mentally associated with what he represents and can ruin the best sales story.

So too, with your "mail salesmen." They represent your firm and create the impression upon which your sales story is accepted or rejected.

Make sure your Mail Advertising gets the "Red Carpet Treatment." Dignify your Direct Mail by using:

AUTOMATICALLY TYPEWRITTEN LETTERS*

*(Member: The National Guild of Automatically Typed Letter Producers)

Resultful Direct Mail since 1922



EMBASSADOR LETTER SERVICE CO.

BELLMORE AVE. AT OAK ST., BELLMORE, NEW YORK

Dear Doctor Blank:

I hope you won't mind my offering a service in your behalf that should prove worthy of consideration of all concerned.

You have overcome the first hurdle toward success, and soon will be ready to embark on your own, with a most modern, fully equipped professional office.

For over thirty years, I have been instrumental in helping many young physicians and surgeons to find ways and means, to get without their own capital investment, assistance toward opening their FIRST office.

Listed among our clients are lovely, intelligent educated young ladies whose parents are wealthy, able and willing to help in every way possible, towards financing the establishment of a modern, fully equipped professional office together with the furnishing of a beautiful home.

If you care to accept my help in this direction these contacts will be open for your consideration without the slightest obligation on your part.

If you can't come in to see me just now, you may, in the meantime, fill out the enclosed information blank and return it and you will hear from me promptly.

Very truly yours,

(Signed by the company and director)
P. S. EVERYTHING IS HELD IN
STRICTEST CONFIDENCE.

Can anyone top this?

MAIL ARDOR

Ferd Ziegler, vp of McCann-Erickson, Inc., 485 Lexington Ave., New York 17, N. Y. recently talked at the Paper Makers Advertising Assn. luncheon at the Hotel Lexington, New York. Most of talk naturally focused on the problems of selling paper . . . particularly brands of paper. Contained sound advice. But we liked most his description of a new term. Read these excerpts:

The people most prominent in the direct mail field for years . . . the ones who have capitalized the most on Direct Mail . . . have been those with merchandise to sell . . . and to deliver . . . via the mails.

This has been the significant point . . . the delivery of merchandise through the mails. That's why it is called . . . Mail Order.

But now there is a new trend.

I work for an advertising agency with no Mail Order accounts. We are not interested in Mail Order.

But we are interested in what is . . . to others . . . at least . . . a new concept. I call it . . . Mail Ardor. It is the concept of creating interest and enthusiasm and excitement for and about a product that is for sale . . . not via the mails . . . but at retail stores.

Mail Ardor is the use of the mails to convey the same type of message



Photograph courtesy—Large Lamp Department, General Electric Company

**Sell an idea and you can sell
a product. Sell your idea
by printing it on**

**HAMMERMILL
SUPER-SMOOTH
OFFSET**

**How to
Design a
Play Area**



Printing on new brighter white Hammermill Super-Smooth Offset turns ideas into action

Here an eye-catching illustration in a sales promotion booklet inspires a light-conditioned play wall in a new house.

When you want your printed pieces to catch the eye—and the imagination—of a customer, print them on Hammermill Super-Smooth Offset. This superb surface gives color jobs the sparkle of reality, makes black and white beautifully sharp.

Hammermill Offset has 8 distinctive finishes: Wove, Vellum, Laurel, Linen, Handmade, Homespun, Pearl — and Super-Smooth. Vellum finish in 7 colors.

Notice how bright and white Hammermill Super-Smooth Offset really is. This substance 70 insert was printed by offset on a 25 x 38 two color press. Sheet size 25½ x 38, 8 up. Speed 4,000 an hour. Deep etch aluminum plates. Colors printed yellow and blue, then red and black.

Hammermill Paper Company, Erie, Pennsylvania

we broadcast on television and radio and magazines and newspapers . . . only in the mails we can do it better . . . under certain circumstances.

Mail Ardor is the use of the mails as another important medium for advertising . . . as another principal route to reach the best prospects . . . isolated for a specific advertiser.

Now . . . in my opinion . . . Mail Ardor is the concept that you paper makers ought to adopt as your own . . . and sell it like mad on Madison Avenue and Michigan Boulevard and Sansome Street.

You've got to build a fire under The Reluctant Ambassadors in the agencies . . . you've got to get them sold on Mail Ardor as a new way for them to do a better job in their jobs.

You've got to educate them to a new concept of how to judge . . . cost-per-thousand viewers or readers.

You've got to demonstrate to them . . . as specifically as you can . . . how Mail Ardor can do the job that they strive to do.

Show them . . . with Showmanship . . . that Direct Mail is the only mass medium that provides them with the powerful advantages of 3-D. Show them how they can employ all the impact-producing qualities of texture . . . of motion . . . of sound . . . of scent and fragrance . . . of light . . . of heft and weight . . . or the lack of it . . . of taste . . . of color . . . of sampling.

These are the tools of Mail Ardor. And most of them . . . are made out of paper.

PUBLICITY AND DIRECT MAIL

Reporter's Note: Here's an interesting letter from subscriber Virgil C. Gilbertson, Manager Product Publicity, W. Onan & Sons, Inc., Minneapolis 14, Minnesota. He compares numbers of inquiries from magazine publicity and direct mail response from prospect lists in terms of sales. While the figures show dm ahead in sales, it proves once again how important publicity is in corraling many new names for future promotions. These names, after a healthy education from subsequent direct mail, should produce the sales Onan will make in the roaring 60's.

Dear Mr. Hoke:

In recapping our 1958 sales promotion efforts we compiled statistics that seem to make quite a case for Direct Mail.

This particular department is concerned



TIED up to 75,000 units per hour!

At Advertisers Addressing System: Bunn tying helps double mail-processing output . . . cuts tying time 60%

Formerly, mail-processing output at this growing St. Louis shop seldom reached 100 sacks a day. Today, with the help of 5 Bunn Tying Machines, they often handle 200 sacks and more.

"Yes," reports Mr. Jerome B. Oshe-row, President, "machine-tying has cut our tying time by about 60%. Using the Bunn Tying Machines, we now tie out up to 75,000 pieces an hour!

"Without our Bunn Machines," Mr. Oshe-row continues, "we'd have to add as many as 10 extra people to our payroll!"

Savings like this are typical. Ideal for letter shop operations, the Bunn machine adjusts automatically to accommodate envelopes of any size or shape.

Operation is simple, positive. You just position your mail, step on the trip and presto: you get a complete wrap and tie . . . in 1½ seconds or less. Faster than hand tying? About 10 times. No wonder over 4000 Bunn machines are now used in Post Offices throughout the United States!

Send today for full data on how Bunn automatic tying can cut costs for you. Use the coupon below.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

BUNN

PACKAGE TYING MACHINES Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-59, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-59
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

0404

STRATIFICATION

means more sales... more savings

Neighborhood stratification is research... modern market research designed to make your promotion more efficient.

Neighborhood stratification... means your market is defined in relation to the sales potential of the individual consumer... and your mailing lists compiled from this research.

Neighborhood stratification... means more sales and more savings from your promotions.

Neighborhood stratification... is the only method to eliminate duplication of names.

SAMUEL FITZSIMMONS & CO.

545 Fifth Avenue • New York 17, New York • Murray Hill 7-6865

CALL

Flexo-Lettering

FOR

PERSPECTIVES

ITALICIZING

REPROPORTIONING

CONDENSING

CURVING

THINNING AND WEIGHTING

OUTLINES

CAST SHADOWS

ANY EXTREMES
from type, lettering, logos, art
You dream up the effect you want
—we'll reproduce it to perfection.

PLAZA 3-4943
FLEXO-LETTERING CO., INC.
305 East 46 St., New York 17
Since 1937 the greatest name in Trade
Photography and Process Lettering

ATTENTION!!

Adv. Directors — Sales Promoters — Catalog Publishers — Mailers

WANT TO REDUCE YOUR MAILING COST!

Here is an opportunity to cash in on the capacity of a Mailer who can address and mail 250,000 per day on latest model Cheshire equipment.

We are not list brokers or suppliers — just Mailers. If you have your own list, and wish to take advantage of a guaranteed low price, call or write

Johnny Cholbagian

Mail-O-Matic, Inc.

Route 46

Parsippany, N. J.

Deerfield 4-8442

with the promotion of Onan Products (electric generating plants, air-cooled engines, separate generators) in two mediums... Product Publicity and Direct Mail. Trade book advertising is a separate function, handled by our agency, although the entire sales promotion department works very closely together in all three phases.

Our point is this... for the year 1958 we had a total of some 430 publicity releases printed in various publications. Inquiries from these printed items describing new products, new literature, etc., totaled 3,293.

Our Direct Mail program consisted of 221 mailings to selected, tested lists, some as often as every other month but mainly from two to four times a year each on the average. It may be of interest... we mailed out 368,919 individual pieces. This, by the way, is the figure for just our prospects mailings... not counting our monthly and special mailings to our distributors, dealers and other selling accounts, also an important phase of our overall Direct Mail Program.

The inquiries received from the above-mentioned mailings totaled 2,806. Some 487 less than the number received from our publicity efforts. And here I should probably mention that in our Direct Mail letters, in a majority of the mailings, we discussed the identical new products which were the subjects of the publicity items printed.

As with most manufacturers selling their products through distributors and dealers, we have a heck of a time tracing sales. Seems like the individual salesman just won't admit that he had any help on the sale, whether the inquiry which he had followed up and which had been referred to him from the factory came into being as a result of advertising, direct mail, publicity or whatever. Our traceable sales have been estimated roughly at around 10% of actual totals, so the following figures should be reckoned as a little on the sketchy side.

Here they are: Publicity—3,293 inquiries resulting in 28 sales, with a dollar value of \$18,185.

Direct Mail—2,806 inquiries resulting in 101 sales, with a dollar volume of \$108,932.

In trying to analyze the impressive dollar volume of sales for the direct mail inquiries over the publicity inquiries, we came to this conclusion. The publicity items were printed in perhaps 100 different publications, with a total circulation of hundreds of thousands of readers... but only some 3,000-odd were interested enough to request further information.

The direct mail inquiries, on the other hand, all 2,806 of them, were definite prospects, each anxious to obtain the benefits of the very same new products that had been announced in the trade publications... benefits that had been outlined in detail for their specific needs... through the medium of a letter (or double post-card), return card and enclosure.

Percentage-wise, our direct mail program doesn't stack up as anything sensational... less than 1% returns, overall. But we take into consideration the mailings we make in which no return is requested... invitations to visit our booth at trade shows (some 12,000 invites to our Hospital list for the Hospital Show each year, for

instance) mailings of specification manuals, etc., and let statistics fall where they may.

We're pretty certain that Direct Mail more than pays its own way . . . and we'll be plugging away at our prospects consistently again in 1959. The enclosed schedule shows you our current program.

D. W. ONAN & SONS INC.
(Signed)
Virgil C. Gilbertson
Manager Product Publicity

DON'T LEAVE OUT WHAT'S IMPORTANT

The nine-year-old son of Arthur Keymer of Sylvania Electric, whose consuming passion is motor trucks, was listening to the radio. As *Proofs to Client*, the house magazine of Harold F. Stanfield, Ltd., Toronto, quotes the father, the lad listened with greater interest than usual because the commercial was all about a used truck. The announcer described the body, the cab, the wheels, the tires, the paint job and dwelt at length on the great value the truck offered at \$200. The boy listened to the end.

Then he went to the telephone and called the advertiser. He was calling, he said, to ask one question: Did this wonderful truck also have an engine? Somewhat taken aback, the advertiser sputtered that of course it had.

But the advertising moral, we suggest, is at least two-fold: Never tell an incomplete story. And don't overlook the obvious points that at least some of your audience will be interested in.

MIND YOUR ADVERTISING MANNERS!

That is the title of an interesting 36-page, 5¼" x 7½" booklet prepared some years ago for the Advertising Association of the West (337 World Trade Center, Ferry Bldg., San Francisco 11, Calif.) by Miss Benet Hanau of the San Jose advertising agency which bears her name. Executive Vice President Charles W. Collier (formerly in charge of Direct Mail Advertising Assn. conventions) sent us a copy and thought Reporter readers might be interested. They should be. The price is only 75¢ per copy and worth lots more. Its original

purpose was to present "a proper, but not-so-prim, primer on practical advertising procedure for the small business firm." It is slanted toward the average businessman who cannot afford (at present) an advertising agency. It packs into a few pages practical, down-to-earth, factual material in a concise, clear and spritely manner. Should be useful to all advertisers whether large or small. We liked particularly the ten-page glossary of advertising terms. Each definition is clear . . . much clearer than some speeches we've heard on the individual items. Advertising executives should welcome this little volume as a help

in training new employees in the basic fundamentals of all advertising.

Also from Chick Collier came a hard cover, 178-page book titled: "The Movement West" . . . prepared for the AAW by E. J. Murphy. Took ten years of intensive research to prepare this fascinating history of the growth of the West as seen through the perspective of the role of the advertising men and their organization. Although "Murph" was appointed by the AAW to compile this history, the book was published by Sage Books (Alan Swallow, Publisher), 2679 S. York St., Denver 10, Colo. Price is \$4.50. Copies can be obtained from



a portable electric collator for \$149⁵⁰

Now for the first time ever a portable electric collator that is actually *half the price* of anything on the market. Capable of unusual high production, this new collator has the capacity to handle 8½" x 11" sheets of the normal range of office and duplicating stocks. It's portable, light weight and extremely easy to operate. A simple flip of the switch turns the tiresome time-consuming task of hand gathering duplicated pages into sets into an efficient, effortless job . . . *that's almost fun!*

Ideal for every office . . . easily moved from department to department . . . perfect for sales bulletins, promotional material, price lists and other data.

Mail coupon . . . or ask your stationer or office equipment dealer to arrange for a free demonstration right in your own office.



THOMAS COLLATORS INC.

Thomas Collators Inc.
Dept. W 100 Church Street, New York, N.Y.

- ☐ Sounds good . . . send literature!
☐ I'd also like a free demonstration.

NAME _____
(please print)
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

this letter...



*brought in over 65,000
requests
for this booklet...*



Getting leads for salesmen, making their work easier and more productive has been "a specialty of the house" with us for over 37 years. We don't just plan and prepare direct mail—we make it work. For such firms as

International Business Machines Corporation; National Geographic Society; Chilton Company, Inc.; J. B. Lippincott Company; Dictaphone Corporation; Selas Corporation of America; R. O. H. Hill, Inc.; The Mead Corporation; The Mosler Safe Co.

Phone RIttenhouse 6-0180, or write

THE
BUCKLEY ORGANIZATION, INC.

Philadelphia National Bank Bldg.
Philadelphia 7, Pa.

the publisher or by writing Chick Collier.

Some of you will remember the author, E. J. Murphy. He was on the board of the DMAA in the 30's and attended many of the conventions. He was associated with the Dictaphone people for many years and was president of the Advertising Association of the West in 1936-37. This reporter had a chance to renew an old acquaintanceship when attending the Mail Advertising Service Assn. convention and Direct Mail Day in Los Angeles in 1955. Wish we could make trips out there more often. The whole advertising fraternity is bustin' out all over with enthusiasm.

CLOTH MAIL BAG PROMOTES DIRECTORY

Miniature cloth mail bags with the name of Hitchcock's Machine and Tool Directory imprinted on them went into the mail this week to some 500 directory advertising prospects. Each bag contained 500 miniature letters printed on 90# index—and an explanatory note printed on blue stock which said:

Here are 500 out of some 2,913 letters received within the first few weeks after the 1959 Edition of Hitchcock's Machine and Tool Directory was mailed. Some simply thank us for sending the book. Others tell how they have used it, what they do with the old copy and/or what sections are most helpful to them. Altogether they constitute pretty good evidence of the need for and use of this valuable Directory.

We invite you to examine these letters—considering them a fair sample of the reactions of the 30,000 key buying influences in the metalworking market who receive Hitchcock's Machine and Tool Directory each year. And we urge you to plan an advertisement in the 1960 edition as a key part of your metalworking sales program.

Each bag bore a "destination" tag on which the prospect's name was lettered. Bags were mailed in corrugated boxes for protection.

PRINTERS FORM NATIONAL NETWORK

A cooperative association of printers from coast to coast have banded together under the name of Creative Printers of America. The officers are Francis J. Brunner, president; Alfred M. May, vice president and Salvatore DeFazio, Jr., treasurer. The following are directors: M. I. Bassist, James



Before you
make your
next mailing
... CHOOSE
FROM THE
1/4 BILLION

MAIL ORDER BUYERS INQUIRERS and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

Mosely MAIL ORDER
LIST SERVICE, Inc.
MAIL ORDER LIST HEADQUARTERS
Dept. R-64
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers



RAPID FILM-LETTERING \$1.00 PER WORD!

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

RAPID
TYPOGRAPHERS
INC.
305 E. 46 ST., N.Y. 17
MU 8-2445



G. Nichols, Louis P. Wernz and Mendel Segal.

The purpose of the new organization is to interchange ideas and samples of unusual printing produced to advertise the member firm or unusual printing produced for their clients.

Membership in the organization is to be limited to firms belonging to Printing Industry of America. An annual meeting will be held during the annual convention of the Printing Industry of America.

Membership, which is restricted to one firm in each city or area, now comprises 22 companies located in the following cities: Los Angeles, Calif.; Little Rock, Ark.; Birmingham, Ala.; Michigan City, Ind.; Memphis, Tenn.; St. Louis, Mo.; Reserve, La.; Hartford, Conn.; Pittsburgh, Pa.; Minneapolis, Minn.; Buffalo, N. Y.; Greensboro, N. C.; Washington, D. C.; Cincinnati, Ohio; Sioux Falls, S. D.; Knoxville, Tenn.; Dallas, Tex.; Lancaster, Pa.; Baltimore, Md.; Louisville, Ky.; Ft. Smith, Ark.; Atlanta, Ga.; Wellesley Hills, Mass.

GOOD SHOWMANSHIP FOR LIMITED EDITION

One of the most beautiful industrial advertising pieces reached us from ad manager George Black of Sprout, Waldron & Co., Inc., (manufacturing engineers), Muncy, Pa. Too bad he doesn't have any extra copies to supply *Reporter* readers . . . but it was a limited and expensive edition of only 2,000 for paper mill executives. Explains the continuous pulp digesters manufactured by S-W.

It's an 8 1/2" x 11", 12-page affair stitched on narrow edge. Heavy rippled cover with dry embossed drawing of digester. Same embossing die with color added used on one of inside pages. Looks like seven different colors of ink used during offset reproduction of combination photographs and drawings. Also used a new technique for putting special luster in the halftones. Whole production . . . beautiful.

George Black conceived piece and wrote copy. Lionhill Studios designed it. Printing by Universal Lithographers. Both of Baltimore. We imagine

that the planners didn't worry too much about the postage rate for delivery as it was simply a picayune portion of the total cost. ●

ANNUAL REPORTS

We always like to examine the corporate annual reports which reach us in increasing numbers during first half of each year. Since management discovered the public relations value of well-printed (dramatized) reports . . . these parts of direct mail have been getting better and better. Dull-

ness and stodginess have been eliminated. Surprising how much general information you can pick up by reading them.

Among those we liked best during past month were those from: Pitney-Bowes, Inc., Walnut & Pacific Sts., Stamford, Conn.; Spiegel, Inc., 1061 W. 35th St., Chicago 9, Ill.; General Acceptance Corp., 1105 Hamilton St., Allentown, Pa.; Montgomery Ward & Co., 619 W. Chicago Ave., Chicago 7, Ill.; Illinois Bell Telephone Co., 212 W. Washington St., Chicago 6, Ill.

All were a skillful combination of company image building and understandable financial figures.

ProType's Outstanding

Says a Professional . . .



. . . yet anybody can get outstanding results: "We find ProType faster than any other method . . . it eliminates handlettering . . . and we can keep up-to-date with new type faces while saving hundreds of dollars on metal fonts. ProType actually helped us secure several new agency accounts."

So says C. J. Caswell, president of Loheide-Caswell Co., fine typographers in Peoria, Ill. He's an old pro who appreciates speed, ease and economy of sharp, clean headlines or blocks of type produced by ProType on film or paper.

But you needn't be a pro to profit by the ingenious, simple, low-cost ProType. You can get professional results with only a few minutes practice. ProType does everything possible with type . . . and then some. ProFonts, in 10,000 type sizes and faces, range from 6 to 90 point.

Mail coupon today for further information.

Davidson Corporation, 29 Ryerson St., Brooklyn 5, N. Y.



DAVIDSON CORPORATION
Subsidiary of Mergenthaler Linotype Co.,
29 Ryerson Street, Brooklyn 5, N. Y.

- ☐ Arrange demonstration
☐ Send brochure on ProType

Name

Title

Company

Address

City Zone State

RDMA 5-29

Planning a Direct Mail Campaign?



If not, Why not?

After interest and preference have been created by your space advertising, your prospects must still take one more vital step. They must act. You can trigger this action by addressing your sales message to the personal attention of every important executive who buys, specifies or influences the purchase of your product or service.

Join the thousands of growing industrial concerns which are using McGraw-Hill's *Direct Mail Services* successfully—to obtain inquiries as qualified leads for salesmen; reach out-of-the-way prospects and hard-to-see buyers; sell products and services direct; conduct surveys...and hundreds of special applications.

In order to help you to accomplish these objectives easily and effectively, McGraw-Hill maintains specialized, up-to-the-minute mailing lists in each of the fields covered by its publications.

Full information on request. Mail the coupon today!

McGraw-Hill Direct Mail Division
330 W. 42 St.
New York 36, N. Y.

Please send my free copy of the McGraw-Hill
Business & Industrial Mailing List Catalog.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

SPEA's SECOND DRAWS HEALTHY CROWD

Over 300 sales promotion executives gathered at The Roosevelt Hotel in New York on April 1-3, for the second annual conference of the Sales Promotion Executives Association.

To Reporter staffers, on hand to listen, report and maintain a hospitality suite, the 3-day meeting was reminiscent of DMAA annuals and Direct Mail Days, especially New York (this year to be held May 14... also at The Roosevelt). Many familiar faces were aboard like Larry Chait, Bob DeLay, Tom Grant, Mason Mallory, Ferd Ziegler, Nick Samstag, Herb Ahrend, Bill Steiner, Ruth Gardner, John Lindsay... on and on.

So it was a lot of fun and a profitable time.

Dick Brown, vice-president of marketing for Pacesetter Homes, Inc., Chicago, was re-elected president of SPEA for another year. Others elected: Roy M. Barnes, Jr., E. I. duPont de Nemours, Wilmington, Delaware, vice president; Stanley Goodman, Grayson-Robinson Stores, Inc., New York, vice president; Robert Westover, the Watchmakers of Switzerland, Los Angeles, vice president; Lawrence G. Chait, L. G. Chait & Co., N. Y., secretary; Victor Dell Aquila, Railway Express Co., N. Y., treasurer.

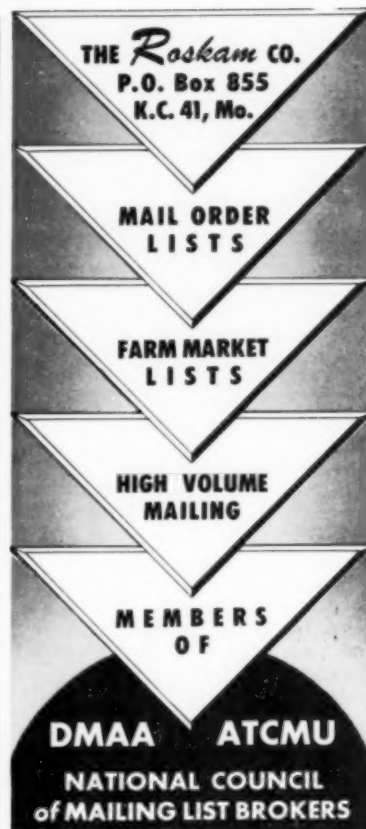
Director of SPEA for three years: Dr. Robert Cantor, Ronson Corp., New Jersey; Cecil H. Barrie, Grayson-Robinson Stores, Inc., New York; Raymond C. Keck, Cities Service Oil Co., New York; and Joet Harnett, Look Magazine, New York.

Directors for one year: Harry Dangler, Trans World Airlines, San Francisco; Thomas Bowes, Cities Service Co., Pennsylvania; Arthur O. Dietrich, Minneapolis-Honeywell Regulator Co., Minneapolis; Richard Hodgson, Advertising Publications, Chicago, Illinois; Albert Keene, Keene Advertising Specialties, Boston; Arthur H. Delsener, Gooderham & Werts, Ltd., Detroit; Robert M. Crosby, Southern California Gas Co., Los Angeles; and John F. Forsyth, Trans World Airlines, New York.

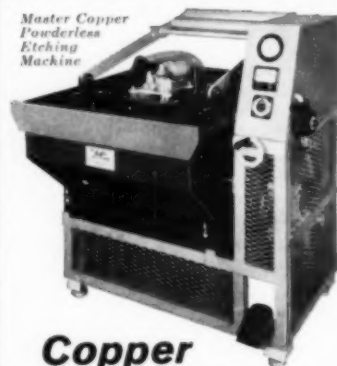
Two Awards

Highlights of the conference were the two awards made at opening and final luncheons. Esther Williams, president of International Swimming Pools, was chosen "Sales Promotion Woman of the Year." The honor was bestowed during a 10-minute transcontinental phone hook-up with Esther on the West Coast and SPEAers in The Roosevelt Grand Ballroom.

J. K. (Ken) Duncan, sales promo-



Master Copper Powderless Etching Machine



Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

HORAN ENGRAVING CO.,

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585

Branch Office: Newark, N. J.

tion manager, household products, S. C. Johnson & Son, Inc., Racine, Wis., was named "Sales Promotion Executive of the Year." He received a handsome plaque from AR's Dick Hodgson for "the individual who has contributed in a substantial way to a better appreciation for and understanding of sales promotion."

LOOK Publisher Vernon C. Myers and Elmer L. Winter, President, Manpower, Inc., made the two luncheon presentations. And Arthur B. Langlie, President of McCalls spoke at the final banquet.

The best speech of conference in our opinion was made by Frank A. Armstrong, President, Sales Communication, Inc., New York . . . "The Sales Promotion Function In The Field." Frank held a major spot, you'll remember, at last year's DMAA St. Louis Convention with "The Method Of Creativity (available from Frank in booklet form at SC, Inc., 460 Park Ave., N. Y. 22, N. Y.).

His SPEA talk was a masterpiece, in that the audience was led to believe that Frank had relinquished the rostrum weeks before to a man he had, by chance, met in Kansas City. This man, a Joe Norton, and Frank had met at the bar in the Muehle-mach and for some reason or other launched into a discussion of Frank's upcoming speech on what the field man needs. Upshot of the Kansas City confab was that Joe, fictitious Regional Manager for Buick, would make the talk instead.

Not until Joe's story had been told, did MC Larry Chait reveal that actually Frank Armstrong had made the talk.

A refreshing 30 minutes. And just as refreshing were his ten guideposts for helping salesmen in the field with promotion. Wish we had room to print every word, but if you're interested, drop Frank a note. He may have extra mimeographed press copies.

DIRECT MAIL DAYS GOING STRONG

If Chicago and Philadelphia Direct Mail Days are any barometer, New York is sure to be another big one. May 14 at The Roosevelt, with 700 expected.

Chicago drew over 450 to hear

SEND TODAY FOR DATA CARDS FIRST TIME OFFERED!

3 NEW LISTS

EXCLUSIVE WITH
AHREND

1. 231,000 Rocket — Missile — and Aviation Executives and Engineers
2. 350,000 Active Charge Account Customers of Large Women's Apparel Chain
3. 160,000 Executives in 50,000 Corporations Many not in any directory

**AHREND
ASSOCIATES**

601 Madison Ave., N. Y. 22 • Plaza 1-0312

ASK FOR SAMPLE OF AHREND CELLO-LETTER, TOO!

Sales Promotion Managers

appreciate the personal attention our Account Executives bring to their promotions or campaigns. If you would like working with a real pro in direct mail—one who is battling for you and who is backed up by inspired creative men and competent production—we invite your inquiry.

You have probably heard of our reputation for results, making one dollar do the work of two. So follow your hunch and ask for our story. We will appreciate your inquiry.

MAILOGRAPH CO., INC.

Creators and Producers
of Successful Promotion

39 Water Street, New York 4, N. Y.
BOwling Green 9-7777

Ask for Sparty Nardone, Sales Prom.
Mgr. or Tullio Rossetti, Vice Pres.

Use MERCURY To Get It Moving!

300 Bonded Messengers
16 Offices throughout New York City
100 Trucks large and small

Next time, you need speedy delivery
"From an Envelope to a Truckload"

Call

MERCURY MESSENGER SERVICE

LExington 2-6000
Executive Offices

461 Fourth Avenue, New York 16, N. Y.

for efficiency with economy call on INTER-STATE MAILING...

• ADDRESSING

Many exclusive lists. U.S. Doctors, Hospitals, Nassau and Suffolk county residents, fine restaurant patrons, etc. available.

• LIST MAINTENANCE

We maintain many large lists for department stores, mail order firms, etc., in our plant.

• INSERTING—SORTING— MAILING

New, high-speed equipment for all operations.

• FULFILLMENT

Your offers, products, kits, literature, premiums, etc., sent in response to requests.

• PRINTING—LETTER PROCESSING

Fast, top quality work.

Inter-State Mailing Corp.

239 Great Neck Road, Great Neck, N. Y.
phone: HUunter 2-9070

New York office: 535 Eighth Ave., N. Y. 18
phone: BRyant 9-1159

Ad Agency PLUS Direct Mail

More than Direct Mail Specialists—also a fully accredited ad agency. A combined service which correlates both.

In Chicago Phone HA 7-9187

"That Fellow Bott"®

Leo P. Bott, Jr., 64 E. Jackson, Chicago

HEY! OUR COMPETITOR IS USING THE SAME ART THAT WE USE!



This can't happen if you order custom built drawings direct from the artist with the original touch. Write:

RAY THOMPSON • BOX 134, WYNCOTE, PA.

GROWTH

... for our clients
and for ourselves

BECAUSE our direct mail and sales promotion counseling and creative services help our client's businesses grow—they keep adding to our assignments.

TO BETTER SERVE our growing list of clients we have expanded our staff and have moved to larger and more pleasant offices at 42 East 64th Street in Manhattan, where we now occupy the entire second floor.

★ ★ ★
MAY we show you how you can enjoy faster and sounder growth through our professionally planned and created direct mail and sales promotion programs tailored to your opportunities?

WILLIAM STEINER ASSOCIATES, INCORPORATED

42 East 64th Street, New York 21, N. Y.

SALES PROMOTION/DIRECT MAIL
Counseling — Programming
Creative Services

Your best MAILING LISTS

come from
telephone directory
classified pages.

We have them all!

U.S. • CANADA
POSSESSIONS

Call or write
to make
your next mailing
more effective.

ZELLER ZLETICA

America's Leading List Compilers
15 East 26th St., New York, N. Y.
MU 5-6278

Erik Isgrig, VP and Advertising Director of Zenith Radio Corporation, at lunch, and for the full day of morning speeches and afternoon seminars. Philadelphia, using the same format, featured Ford Truck's Frank J. McGinnis at luncheon, where 300 attended. Other speakers of the day were Ferd Nauheim, Kalb-Voorhis & Co., Washington, D. C., Bob Stone, National Research Bureau, Chicago, and Earl Buckley, The Buckley Organization, Philadelphia.



Left to right: Earl Buckley, President of the Buckley Organization and Program Chairman for Philadelphia Direct Mail Day; Frank J. McGinnis, Ford Motor Co., Luncheon Speaker; Lucian W. Burnett, Curtis Circulation Co., and Pres. of the Phila. DM Club; Miss Laura Perry, Vice Pres., Lee Ramsdell Co., and Chairman of Phila. DM Day.

Morning speakers at Chicago included Ray Weber, AM of Swift &

Co., Hobart G. Miller, Mr., VP and DofA of American Photocopy Equipment Co., Frank Tully of Ralston Purina and Martin Baier, VP of M. P. Brown Div. of National Research Bureau.

Feature of Chicago DM Day at The Morrison was an exhibit by Chicago



Post Office displaying the many, many booklets and bulletins available to Chicago mailers. E. Bronson Free-land of the Public Relations Section (see pix) encouraged DMD delegates to sign up for Postal School for Chicago Mailers. If you'd like to see some of the many things the Chicago PO makes available, drop a note to C. Robert Schultz, Administrative Assistant to The Postmaster of Chicago, 433 W. Van Buren St. Said he'd be glad to honor your request.

WORKSHOP PANEL IN LOS ANGELES



SITTING: Pete Shugart, Sales Promotion Manager, Endevco Corporation; Kent Bramwell, Campaign Director, Los Angeles Heart Association; Bruce Lindeke, President, Mail Club of Los Angeles; Paul Muchnick, Paul Muchnick Co. STANDING: Jack Thomson, Petersen Publications.

No. 3 in a series of workshop panels of the Mail Advertising Club of Los Angeles (1680 N. Vine St., Hollywood 28, California) featured a discussion of copy techniques for mail order selling. The success of the workshop panels has led Bruce Lindeke, president of the Club, to plan on a continuing series for future monthly meetings.

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

EUGENE PAUL BELCHER, formerly of Schering Corp., has been appointed copy chief of Ted Gotthelf Associates, Ltd. (advertising agency) at 477 Madison Ave., New York 22, N. Y. . . . COLIN CAMPBELL, senior vice president of Campbell Ewald Advertising Agency of Detroit, will be the featured speaker at the Direct Mail Day luncheon at the Ambassador Hotel in Los Angeles, May 7th. . . . MRS. GAY CAMPBELL has joined the staff of Black and Musen, Inc., advertising agency, Springfield, Mass., as a copywriter. . . . ROBERT I. COLE has been appointed promotion art director of Charm Magazine, covering both advertising and editorial promotion art. . . . Three executive promotions were announced by Walter Seiler, president of THE CRAMER-KRASSETT CO. (advertising agency), Milwaukee, Wis. Elected vice presidents were DAVID V. MALEC, DAN G. MITCHEM and RICHARD B. SKEEN. . . . JOHN R. CRYAN has been appointed general sales manager, Fraser Paper, Limited (paper mills), New York, and succeeds James G. Conley who is retiring after 37 years in the paper industry. However, Mr. Conley will continue to serve Fraser in an advisory capacity. . . . ROBERT T. DAILY has been appointed manager of marketing for the Silicone Products Dept., General Electric Company, Waterford, N. Y. Mr. Daily succeeds Mr. Coe, former manager of marketing, who was named department general manager in February of this year. . . . PAUL DORION has been appointed manager of marketing of Davidson Corp., Brooklyn, N. Y., a subsidiary of Mergenthaler Linotype Company. . . . BOB FOX, with St. John Associates, N. Y., until April 24th, joins Hodes-Daniels, another New York lettershop. . . . Pergamon Press, Inc., has just announced that HERMAN P. FRIEDMAN has returned to the USA after 9 months with the associated company's London headquarters, and has assumed his duties as advertising manager at 122 East 55th St., New York 22, N. Y. . . . THE GILLIAM SERVICE, INC., mail advertising service shop in Boston, Mass., received the Certificate of Merit for creative design. Presented at a joint meeting of the Art Directors Club and The Advertising Club of Boston. . . . GRANT ADVERTISING, INC., advertising agency with home office in Detroit, Mich., announces

the opening of a new office in Hamburg, Germany, the 42nd in the Grant network. The Hamburg office will be managed by Rudolph Jon Wille. . . . HOWARD HEARSH, sales manager, Tension Envelope Corp., St. Louis, was General Chairman of giant Sales Rally sponsored by Sales Executive Assn. of St. Louis, Mo., which drew 1,500 on March 19th to hear EARL NIGHTINGALE and BOB BALE. . . . LOUIS G. HERMAN has joined the Ralph Bing Advertising Co., Cleveland, Ohio, in the capacity of executive vice president. . . . DONALD H. JILLSON has joined the public relations staff of Smith, Winters, Mabbuchi, Inc., N. Y. C., (industrial marketing agency) as assistant public relations director. . . . JULES L. KLEIN (advertising agency), Pittsfield, Mass., captured Merit Awards in three out of ten categories, as well as an Honorable Mention, in the 7th Annual Merit Awards Contest of the Advertising Club of Springfield, Mass. . . . WILLIAM B. KNOWLES has been appointed as director of advertising and public relations for Spear & Staff, Inc., and Oil Statistics Co., Inc., two affiliated Babson Park, Mass., firms. . . . ANDREW M. MCBURNEY, vice president, sales of Oxford Paper Company, N. Y., was elected a member of the Board of Directors at the annual meeting. CHARLES A. GORDON is retiring from the Board after having served as a director of the company since 1921. . . . WILLIAM J. MCKENNA has been named vice president in charge of advertising and public relations of the Old Equity Life Insurance Co., Evanston, Ill. . . . A NAWCAS (National Association of Women's & Children's Apparel Salesmen) Honorable Mention Advertising Achievement Award for 1958 has been presented, in their annual awards competition, to SOUTHERN MART of Atlanta and Miami. The direct mail campaign was produced by Fred Worrill Advertising of Atlanta. . . . MANUEL V. NODAR, formerly advertising manager of Porter-Cable Machine Co., Syracuse, N. Y., has been appointed to the newly created post of manager of sales development. Joseph D. Romanow, project supervisor, advertising department, assumes the duties of manager of advertising. . . . PARCEL POST ASSOCIATION has moved. New address is 1013 Woodward Building, 15th and H Sts.,

A BRAND NEW LINE! Unusual "Idea Art" 4-COLOR BULLETINS



Fresh impact for your messages with lively, colorful letterhead-size formats. Pre-printed with light, touch art and headline. 22 unusual designs. 24 hour delivery.

SEND FOR FREE CATALOG IDEA ART

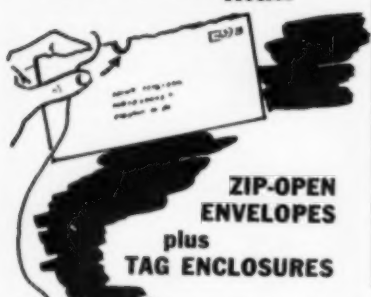
307 Fifth Avenue, New York 16
Telephone: MUrray Hill 6-7270

For Direct Mail COPY

Advertising . . . Direct Selling
Mail Order . . . Fund raising
Memberships . . .
"Know-How" is what Counts
CHASE & RICHARDSON, Inc.
452 Fifth Ave., N. Y. 18 LA 4-4260

N.W., Washington 5, D. C. . . . STANLEY RAPP has been appointed vice president of David Altman Advertising, Inc., 444 Madison Ave., New York 22, N. Y. . . . C. H. "HANK" RUBY, after 16 years of equal partnership with Jim True, has opened his own business (mail order list brokers) at 339 West 51st Street, New York 19, N. Y. . . . DAVE SAGE has formed his own promotion agency—Sage, Bukar & Larisch Co., 44 East 53rd St., N. Y. Dave was promotion manager of McCall's, then was a partner in Production Design Associates. . . . LAWRENCE A. SMITH appointed sales promotion manager for Sylvania Lighting Products. . . . GEORGE J. STOLAR has joined Inter-State Mailing Corp. of New York and Great Neck, Long Island, N. Y., as executive vice president. Formerly with Bruce, Richards Corp., N. Y. . . . STEWART S. JURIST has joined the Rudder Publishing Co. as Circulation Manager.

double DUTY mail



**ZIP-OPEN
ENVELOPES
plus
TAG ENCLOSURES**

Pull-string opening ACTION is the distinctive, irresistible feature of ZIP-OPENERS.

Now... add tag enclosures to the pull-string. Zip — out pops your message!

Put this bonus in all your mail. To accent letters or for special messages, ZIP-TAGS get attention.

Write for samples and brochure. Zip-Openers are a Connelly exclusive, available nationally.

THE CONNELLY

ORGANIZATION, INC.

Mail Advertising Services &
Specialties since 1931

PHILADELPHIA, 1010 ARCH ST., MA 7-8132
NEW YORK, 475 FIFTH AVE., MU 9-0838
CHICAGO, 140 S. DEARBORN ST., FI 6-4644

... Morton Adler, president of Cassidy-Richlar, Inc. (direct mail company), Philadelphia, Pa., has announced the appointment of RAYMOND A. THOMAS as Chairman of the Planning Division. Mr. Thomas is former Postmaster of the City of Philadelphia. ... ARNOLD VARGA, Pittsburgh artist-designer, was named Art Director of the Year by the National Society of Art Directors. ... GENE WELK is in business for herself. Handles Journal of Lifetime Living account. Working out of her home at 647 Kent Ave., Teaneck, N. J. ... HARRY WHITE will be honored May 5th on his 25th anniversary as Executive Secretary of the New York Sales Executive Club. ... HARRY E. WHOLLEY has been appointed vice president for advertising of American Home Foods and WARREN KRATZKE was promoted from assistant advertising manager to advertising manager of American Home Foods. ... New type agency formed. A merger of Wilbur-Ciango (New York City) and H. E. Beekman Co. into WILBUR-CIANGIO, BECKMAN & PACKARD, INC. Will have separate advertising, sales promotion, direct mail, sales training and public relations departments within the agency structure. ... HENRY COWAN, Look Magazine, Des Moines, Iowa, was April speaker at Mail Ad Club, Chicago. OTTO MEYER, Wall Street Journal, New York, took the rostrum in April at New York's Hundred Million Club. ... MIKE O'NEILL, TV Guide, JIM PROUD, Advertising Federation of America, WILLIAM BAKER, Benton & Bowles, JOHN P. KELLEY, Mumm, Mulay & Nichols, Inc. and PETE HOKE, Reporter of Direct Mail Advertising, judged seventh annual competition of Insurance Advertising Conference, April 20th •

EXTRA INCOME!

MAILING LIST OWNERS!

Do you have a list of customers, prospects or inquiries for your product? You can receive extra income by selling us these lists for use by non-competitors.

We'll pay you cash for your list. The publishing industry needs good up-to-date names. Many national business firms have found it profitable. Why not you?

No salesman will call. You are under no obligation. Just drop a note on your letterhead telling us how many names you have on hand; how recently they were acquired; and any other pertinent information, and we'll contact you right away.

ACTIVE MAIL ORDER LIST CO., INC.

241 LAFAYETTE ST., N. Y. 12
ATT: Miss C. Richards, Walker 5-2450

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information —
no obligation.

DeMutator M. V.

Willemsparkweg 112
Amsterdam, Holland



NATIONAL *Birth Record* COMPANY

16 WEST 19th STREET Telephone OR 5-5760 NEW YORK 11, N. Y.

The First and Only
Electronically Sorted,
Selected and
Addressed Birth List

RECORDING APPROXIMATELY 270,000 CURRENT BIRTHS PER MONTH

CLASSIFIED ADVERTISING

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSE SERVICE
4 S. Williams St., Whitehall, N. Y.

If you want to reduce costs on Elliott-style stencils—BLANKS, CUTTING OR ADDRESSING, Write Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., N. Y. 10, N. Y. . . . Oregon 5-3240.

New Addressograph Plates and Frames
B or E Frames—\$27 per M, B plates—\$5 per M
E plates—\$6.50 per M, Speedamat \$6.45 per M
Price List and Samples on Request

Dean Forrest Co.
7 Forrest Street
Revere 51, Mass.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

BUSINESS OPPORTUNITIES

SPORTING GOODS MAIL ORDER business for sale. 25,000 1958 customers on 4x4 Elliott Stencils, 5 cabinets with drawers—\$1,500.00—Box 855, Kansas City 41, Mo.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—TODAY
or Tab's, St. Catharines, Ontario

CANADIAN OPPORTUNITIES

Western Canada is growing by leaps and bounds. We will compile lists for rapidly expanding Cities and flourishing Farm Communities in Saskatchewan and Alberta. Printing—Offset—Letterpress and Mailing. Forbes Anderson Press Ltd., Hamilton & South Railway, Regina, Saskatchewan, Canada

EQUIPMENT WANTED

Used 2600 series Speedamat Machine with or without old style feed.
M. S. Co., 63 So. 13th St., Minneapolis, Minn.

OFFSET CUTOUPS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$4.00 postpaid.

A. A. ARCHBOLD, PUBLISHER
419K S. Main St. Burbank, Calif.

FOR SALE

Mail Order company. 55,000 women buyers of houseware items plus 10,000 inquiries. All secured by direct mail. Unit sale from \$6.00 to \$50.00. All have proven credit records. List on Elliott Stencils arranged Geo and Alpha. No inventory or equipment to buy. Will sell list and company name. List rental runs \$5,000.00 new per year. Box No. 54, The Reporter of Direct Mail Advertising.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions

Choice of 350 Other Lists
"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).

Write for FREE Catalogue.
SPEED-ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines or Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

PROTESTANT MINISTERS, 200,000 recipients of bi-weekly and quarterly controlled circulation professional periodicals, half of whom are active mail-order buyers. \$15 per M. For selection of active mail-order buyers only, \$20 per M. Pulpit Digest, Great Neck, N. Y.

82,000 INDUSTRIAL PLANT NAMES
AT EXECUTIVE LEVEL

Industrial Market Place, 6029 N. Lincoln Ave.
RO 4-8070 Chicago 45, Illinois

MAILING LISTS

Exact name and address of 85,000 families in 25 major cities coast to coast who have spent between \$5.95 and \$50 on our home portraits in color photography. 90% have children. List, cleaned Feb. '58, on Speedamat Plates, is available for outright purchase at \$20 per M. Write, wire or telephone B. H. Werber, Telecolor Corp., 7922 Melrose Ave., Hollywood 46, Calif. Olive 3-1487.

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAMATS - ELLIOTT'S
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO.
40 W. 15th St., N. Y. 11 CH 3-3442

SPEEDAMAT ADDRESSERS
AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES—TYING MACHINES—
OPENERS—ELLIOTT'S—LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

EQUIPMENT FOR SALE

SCRIPTOMATIC MACHINE IN EXCELLENT CONDITION. SACRIFICE.
BOX 52, THE REPORTER OF DIRECT MAIL

PITNEY-BOWES POSTAGE METER

"AV" model, cost over \$2500.00 two years ago. Perfect, like-new condition. Used very little. Only \$1600.00 F.O.B. Milwaukee.

IDEALS PUBLISHING CO.
3510 W. St. Paul Avenue
Milwaukee 1, Wisconsin

PRINTING

OFFSET—1,000 8½ x 11, \$5.50, 5M/\$17. 16-lb White or colored bond. Fast! 5,000 colored circulars, \$39. Complete: Art, copy, layout, Ptg. PROMOTION-D, 385 B'way, N.Y.C. 13.

5M 5½" x 8½", pg booklets 1½c each.

Memo pads 8½c, Free Price Lists
Copen Press, 105 Court Street, Bklyn, N.Y.

SPEEDAMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York, Judson 6-3530.

SPEEDAMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

WANTED

Wanted: Used Phillipsburg Inserting & Mailing Machine. Send information to Elroy Rule, 13 South 59th St., Belleville, Ill.

HELP WANTED

DIRECT MAIL COPYWRITER

Top executive position for experienced direct mail copywriter who can produce creative letters that bring in orders. Ours is a young multi-million dollar business done completely by direct mail on the retail level.

Here, the copywriter is KING and your executive position, salary, and benefits will far exceed your expectations if you can produce letters that sell. Heavy direct mail experience is absolutely an essential requirement.

Please submit a complete resume and samples of your work. No reference check without permission, and any submitted material will be held in strictest confidence and returned. Write Randall Brooks, 505 North Erway Street, Dallas 1, Texas.

FASCINATING FUTURE for young man who can create new, fresh ways to develop leads and prepare mail follow-up of booklets, letters, etc., in an unusual field of intangibles. Write, giving age, experience, salary expected and your aim in life (the last is most important). A. W. Yadan, President, National Fund-Raising Services, Inc., Ridglea Bank Bldg., Fort Worth, Texas.

PRODUCTION MGR. for busy, quality letter shop, about 18 employees. Must know reproduction methods, machines, and mailing operations. Give detailed qualifications, experience and salary. Mutual Multigraphing Co., 1947 Stout St., Denver 2, Colo.

Copywriter Wanted

Copywriter with financial background. Banking experience preferred. Submit resume. Box #51, The Reporter of Direct Mail Advertising.

GENERAL MANAGER

Mail Order Business—Experienced all phases, space and direct-mail promotion, catalog merchandising, list maintenance, fulfillment, office managerial experience, including bookkeeping. Young, ambitious. Interesting challenge. Possibility eventual partnership. Long Island location. Submit complete resume. Box #53, The Reporter of Direct Mail Advertising.

Direct Mail

LISTINGS ONE LINE PER ENTRY, \$25.00
PER YEAR UNDER SPECIAL NEGOTIATION
\$30.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc. 400 N. Main, Freeport, N. Y. (FB 8-4820)

ADDRESSING AND MAILING

Mailmasters, Inc. 61 Armour Place, Dumont, New Jersey (DU 5-2300)
Mail-0-Mail. Route 65, Fairport, N. Y. (JE 4-9442)

ADDRESSING MACHINES

Mechanic's Business Machine Corp. 30 E. 10th Street, New York, N. Y. (AL 4-6977)

ADDRESSING PLATES AND EQUIPMENT

The Pengat Companies. Pengat Building, Bayonne, New Jersey (HE 6-5625)

ADDRESSING — TRADE

Belmar Typing Service. 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-3222)
Ran Lewis Addressing. 987 Schenectady Avenue, Brooklyn 3, N. Y. (DI 2-4782)

ADVERTISING ART

A. A. Archbold, Publisher. 119 South Main Street, Burbank, Calif. (TH 2-2793)
Idon Art. 307 Fifth Avenue, New York 16, New York (MU 6-7760)

ADVERTISING SPECIALTIES

Fine-lettering Co., Inc. 385 East 46th Street, New York 17, N. Y. (PL 3-4943)
Gives Reproduction Corp. 125 Beechwood Ave., New Rochelle, N. Y. (NE 3-8800)
Taylor Merchant Corporation. 48 West 18th Street, N. Y. 36, N. Y. (PL 7-7700)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service. 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)
Kirban Associates, Inc. 5673 Ogontz Avenue, Philadelphia 41, Penna. (HA 4-1352)

BOOKS

Americana Press. 2105 Sherman Avenue, Madison Wisconsin (CH 4-1377)
Reporters of Direct Mail. 324 7th, Garden City, N. Y.
Does That Climb Trees. 1.00
How To Get The Right Start In Direct Advertising. 1.50
How To Think About Direct Mail. 1.00
How To Think About Letters. 1.00
How To Think About Remittance Management Problems. 1.00
How To Think About Showmanship In Direct Mail. 1.00
How To Think About Mail Order. 1.00
How To Think About Production and Mailing. 1.00
How To Think About Industrial Direct Mail. 1.00

BUSINESS FORMS

Cartrett Printing Company. 480 Canal Street, N. Y. 13, N. Y. (WO 6-1454)

COLLECTIONS

Arrow Service. 9 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Orville E. Reed. 166 N. State St., Howell, Mich. (Tel: 65)

COOPERATIVE MAILINGS

The Roskam Company. P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

DIRECT MAIL AGENCIES

Ashend Associates, Inc. 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
American Mail Advertising, Inc. 610 Newbury Street, Boston 15, Mass.
Leo P. Bott Jr. 84 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)
The Buckley Organization. Phila. National Bldg., Phila. 7, Pa.
Chase & Richardson, Inc. 152 Fifth Ave., N. Y. 17, N. Y. (LA 4-1260)
Direct Mail Services. 178 Lockie St., N. W., Atlanta 3, Ga. (JA 8-8388)
Bert Garmise Associates, Inc. 28 East 46th St., New York 17, N. Y. (YU 6-8000)
General Office Service, Inc. 1355 New York Avenue, N.E., Washington, D.C. (LA 9-1272)
Harrison Service, Inc. 216 East 58th Street, New York 23, N. Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45th St., N. Y. 17, N. Y. (MT 2-0600)
John M. Lord & Co. 171 Newbury Street, Boston 16, Mass. (CV 7-1620)
McVicker & Higginbotham, Inc. 11 West 17th St., New York 36, N. Y. (PI 3-7280)
R. L. Park & Co. 471 Howard Street, Detroit 31, Mich. (WO 1-8470)
Reply-0-Letter. 7 Central Park W., N. Y. 23, N. Y. (CI 8-8118)

Reply-0-Letter. 664 No. Michigan Ave., Chicago 11, Ill. (MI 2-2858)
Reply-0-Letter. 10 Post Office Square, Boston 9, Mass. (HA 6-1255)
Reply-0-Letter. 1750 E. 23rd St., Cleveland 1, Ohio (FB 1-8470)
Reply-0-Letter. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)
Reply-0-Letter. 2515 Mail-Well Drive, Portland 2, Ore. (OL 4-8141)
Reply-0-Letter. 485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)
Reply-0-Letter. Inland Court, 35 Scott St., Toronto 1, Canada (EM 3-8787)
Reply-0-Letter. 187 Queen Street, Brisbane, Australia (B3411)
Richardson-Shaw Inc. 15555 W. McNichols Rd., Detroit 35, Mich. (HR 3-2955)
The Highlander Co. 216 W. Jackson Blvd., Chicago, Ill. (HA 6-4760)
Shaller Rubin Company. 212 Fifth Avenue, N.Y. 1, N.Y. (OX 5-4680)
The South Company. 67 Beale St., San Francisco, Calif. (SU 1-6564)
William Steiner & Assn. 655 Madison Avenue, N.Y. 21, N.Y. (WE 8-4800)
Tallman, Smith & Associates. 416 N. Michigan, Chicago 14, Ill. (WH 3-6608)
Lloyd F. Wood Associates. 1610 Wisconsin Ave., N.W., Wash. 7, D. C. (CO 5-9042)

DIRECT MAIL EQUIPMENT

Auto-Typist. 2323 N. Pulaski St., Chicago 39, Ill. (EV 4-5151)
Bell & Howell Philadelphus. Philadelphus, New Jersey
R. H. Buon Co. 7805 N. Vincennes Ave., Chicago 20, Ill. (HU 8-4485)
Chambers Mailing Machines, Inc. 1944 No. Honor Street, Chicago 22, Illinois
Davidson Corporation. 25 Ryerson Street, Brooklyn 7, N. Y. (TN 2-0000)
Feline Typing Machine Co. 3251 N. 25th St., Milwaukee 16, Wis. (HI 8-7131)
Friden Calculating Machine Co., Inc. 2350 Washington Avenue, San Leandro, Calif.
National Bundle Tye Company. Bittsfield, Michigan (BL 162)
Parrot Business Machines Corp. 1838 Boston Road, New York 10, N. Y. (TU 7-0000)
Pitney-Bowes, Inc. Stamford, Conn. (PI 8-2831)
Scriptomatic, Inc. 210 N. 11th St., Phila. 7, Pa. (WA 3-1251)
Thomas Collators, Inc. 50 Church Street, N. Y. 7, N. Y.
Wason-Carlson, Inc. 8 Commercial Street, Rochester 14, N. Y.
Chauncey Wing's Sons. 78 Pierce Street, Greenfield, Mass.

DIRECT MAIL SPECIALTIES

Deskliner Company. P.O. Box 337, 2132 Harbor Blvd., Costa Mesa, California

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc. 33-15 33rd St., Long Island City 6, N. Y. (AM 8-4302)
Creative Mailing Service. 400 N. Main St., Freeport, N. Y. (FR 8-4830)
Elliott Addressing Machine Co. 117 Leonard St., New York 13, N. Y. (WA 5-1373)

ENVELOPES

The American Paper Products Co.
Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (WK 8-4545)
Atlanta Envelope Co. P. O. Box 1267, Atlanta 1, Ga. (TR 2-3381)
Berlin & Jones Company. 397 High St., Dedham, Mass. (FA 5-8700)
The Boston Envelope Co. 360 Furman St., Brooklyn 3, N. Y. (TR 5-7255)
Samuel Cupples Envelope Co. 1443 Kensington Way, Des Moines 14, Iowa (AT 6-3737)
Cupples-Hesse Corp. 3833 Michigan Ave., Detroit 16, Mich. (TA 8-7380)
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1980 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1211)
Detroit Tuller Envelope Co. 2129 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co. 3801 N. Rockwell St., Chl. 18, Ill. (CO 7-5800)
The Gray Envelope Mfg. Co. 55 33rd St., Brooklyn 32, N. Y. (RT 8-2500)
Heco Envelope Co. 4500 Cortland St., Chl. 39, Ill. (CA 7-5600)
Rochester Envelope Co. 72 Charlton St., Rochester 14, N. Y. (HA 6-5040)
The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)
Tension Envelope Corporation
New York, St. Louis, Minneapolis, Des Moines, Kansas City, Fort Worth
Transo Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6011)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Co. Springfield 2, Mass. (BE 6-7511)
United States Envelope Co. 217 Broadway, N. Y. 17, N. Y. (BA 7-5700)
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1980 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1211)
Garden City Envelope Co. 3801 N. Rockwell St., Chl. 18, Ill. (CO 7-5800)
Heco Envelope Co. 4500 Cortland St., Chl. 39, Ill. (CA 7-5600)
Tension Envelope Corporation. 190 & Campbell Sts., Kansas City 8, Mo. (KA 1-4830)
The Standard Envelope Co. 480 Lexington Ave., New York 17, N. Y. (PL 5-9518)
The Wolf Envelope Co. 1740-81 E. 22nd St., Cleveland 1, O. (PR 1-8478)

FOREIGN MAILINGS

DeMutator NV. Willemsparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates. New York, Amsterdam, Paris
C. P. Sanberg, Direct Mail & Executive Gifts. Rasmusht, S. Oslo, Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service. 929 Newark Ave., Elizabeth, N. J. (ET 4-2887)
Bonded-Nationwide. 753 4th Ave., Brooklyn 32, N. Y. (BO 8-4819)
Circulation Associates. 1745 Broadway, New York, N. Y. (IT 7-3530)
Creative Mailing Service. 46 North Main St., Freeport, N. Y. (FR 8-4830)
D & A Electronic Mailers. 818 W. 4th Street, Milwaukee 2, Wisconsin (WR 3-7453)
Lambert Mailing Company. 225 N. New Jersey Street, Ind. 4, Ind. (ME 2-3347)

Mailmasters, Inc. 61 Armour Place, Dumont, N. J. (DU 3-2900)
 Mailings Incorporated 15 West 12th St., New York 11, N. Y. (WA 9-2188)
 The Roskam Company P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

LABEL PASTERS

Pulsefine Machine Co. 281 North St., Teeterboro, N. J. (HA 8-1941)

LABELS

Allen Hollander Co., Inc. 893 Gerard Ave., New York 51, N. Y. (MO 3-1818)
 Denison Mfg. Co. Framingham, Mass. (FR 3-2511)
 Ever Ready Label Corp. 16 East 49th St., New York 17, N. Y. (PL 1-2040)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co. 942 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

LETTERHEADS

Marshall Press, Inc. 812 Greenwich Street, New York 11, N. Y. (CH 3-6655)

MAIL ADVERTISING SERVICES (Lettershops)

BOSTON, MASSACHUSETTS
 Jordan Dennis Company 278 Roxbury Street (19)

BROOKLYN
 Valco Reproduction & Mailing Service, Inc. 1715 Ave. Z, Bklyn. 35, N. Y. (SH 3-5235)

CLEVELAND
 Robert Silverman, Inc. 1270 Ontario Street (3) (CH 1-6575)

DETROIT
 Advertising Distributors of America, Inc. 4444 Cass Ave. (1) (TE 3-0500)
 Advertising Letter Service 2936 Jefferson East, (7) (LO 7-9235)
 R. L. Polk & Co. 631 Howard St. (31) (WO 1-9470)

ELIZABETH, NEW JERSEY
 Automatic Mailing Service 829 Newark Ave. (EL 4-3887)

GREAT NECK, NEW YORK
 Inter-State Mailing 239 Great Neck Road (HU 2-9070)

HOUSTON
 Premier Printing & Letter Serv. 620 Texas Ave. (2) (CA 7-4145)

LOS ANGELES
 Krupp's Ad. Mailing Serv. 2390 W. Pico Blvd. (4) (DU 5-5421)
 The Mailing House 1019 N. Madison Avenue, Los Angeles 28, Calif. (NO 3-4271)

MARION, OHIO
 Fulfillment Corp. of America 381 W. Center St. (2-1187)

MIAMI, FLORIDA
 Ace Letter Service Co. 3800 N.E. 1st Avenue (FL 7-4577)

NEW YORK CITY
 Advertisers Mailing Service, Inc. 45 West 18th St., New York, N. Y. (AL 5-4560)
 Ambassador Letter Serv. Co. 11 Stone St. (4) (BO 9-0607)
 Chase Direct Mail Service Corp. 13 E. 46th St. (17) (MU 7-2930)
 Circulation Associates 1745 Broadway, New York, N. Y. (JU 6-3530)
 Mailgraph Company, Inc. 30 Water Street, (1) (BO 9-7771)
 Mailings Incorporated 35 West 13th St. (11) (WA 9-5188)
 Mary Helen Clancy Company 236 Park Avenue, New York 17, N. Y. (YU 6-7833)
 The St. John Assoc. Inc. 75 W. 49th St. (36) (JU 2-3344)

PHILADELPHIA
 Woodington Mail Advertising Serv. 1304 Arch St. (7) (RI 6-1840)
 Zip-Opener Corp., Div. Connelly Org. 1010 Arch St. (7) (MA 7-8123)

PITTSBURGH
 Advertisers Associates Inc. 1627 Penn. Ave. (22) (AT 1-6144)

ROCHESTER, NEW YORK
 Ayr & Streib 15 South Avenue (BA 5-6340)

SAN FRANCISCO
 The Letter Shop 87 Beale St. (1-6564)

WESTFIELD, NEW JERSEY
 Union County Printing & Mailing Service 233 North Avenue, Westfield, N. J. (AD 2-8393)

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Bryant & Staff 71 Grand Avenue, Englewood, N. J. (LO 7-3290)
 George Bryant & Staff 215 W. 7th St., Los Angeles, Calif. (MA 2-9888)
 The Colledge Co., Inc. 125 East 23rd St., N. Y. 10, N. Y. (AL 4-8870)
 Dependable Mailing Lists Inc. 381 4th Ave., N. Y. 10, N. Y. (OR 7-1600)
 Walter Drey, Inc. 283 N. Michigan Ave., Chl. 1, Ill. (FR 6-4180)
 Walter Drey, Inc. 237 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Guild Co. 160 Engle St., Englewood, N. J. (BR 9-0461)
 Walter Karl, Inc. 25 West 45th St., New York 36, N. Y. (JU 2-0830)
 Lewis Kleid Co. 215 4th Ave., N. Y. 10, N. Y. (RP 7-7460)
 Moseley Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)
 Names Unlimited, Inc. 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)
 D. L. Natick Co. 136 W. 52nd Street, New York 19, New York (CO 5-8616)
 People in Places, Inc. 41 Fifth Ave., New York 3, N. Y. (GR 7-3774)
 William M. Profit Associates 42 Main St., Orange, N.J. (OR 7-1200)
 The Roskam Company P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)
 Hank Ruby Company 329 West 51st Street, N. Y. 11, N. Y. (WA 9-2188)
 Sanford Evans & Co., Ltd. 158 Lombard Av., Winnipeg 2, Man., Can. (WH 2-2151)
 William Stroth, Jr. 368-370 54th St., West New York, N. J. (UN 4-4800)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

BUSINESS, PROFESSIONAL LISTS (ED BURNETT COMPANY)

Direct Mail Users 18,500 (Reporter of DM)
 Financial Lists E-Z (Addressing Service)
 Fund Raising Lists (Wm. M. Profit Associates)
 Pet Shows, 6000 Pet supply jobbers, 221 Cat breeders, 7000 (All Pets)
 Public Relation & Promotion Lists (Wm. M. Profit Associates)

MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co. 241 Lafayette Street, New York 12, N. Y. (WA 5-2450)
 Albert Mailing Lists 129 Liberty St., N. Y. (RE 6-7573)
 All-Pets Magazine, Inc. 54 Parling Place, Fond du Lac, Wis. (WA 2-5080)
 Associated Advertising Service 613 Willow Street, Port Huron, Mich. (YU 5-7778)
 Buckhousen Lists 363 Broadway, N. Y. 12, N. Y. (WO 4-5871)
 Reed's City Dispatch, Inc. 226 E. 25th St., N. Y. 10, N. Y. (OR 9-3550)
 Ruckley-Dumont 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-9800)
 Ed Burnett Company 513 Ninth Avenue, N. Y. 11, N. Y. (AL 5-7177)
 Creative Mailing Service 400 N. Main St., Freeport, N. Y. (FR 6-4500)
 Directors of Avera, Gale Research Co. 1116 Book Tower, Detroit 26, Mich. (WO 1-5200)
 Walter Drey, Inc. 333 N. Michigan Ave., Chl. 1, Ill. (FR 6-4180)
 Walter Drey, Inc. 237 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Dunhill International List Co., Inc. 444 Fourth Ave., N. Y. 11, N. Y. (MU 6-3760)

E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9402)
 Fritz S. Hofmeister 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
 Industrial List Bureau Webster, Mass. (WE 3-740)
 Mailing List Compilation Bureau 2370 E. 18th St., Brooklyn 35, N. Y. (SH 3-5236)
 Mapowet, Inc. Home Office—820 N. Plankinton, Milwaukee 2, Wisconsin
 140 Offices in Major Cities See Yellow Pages for Local Phone Numbers
 Market Compilation Bur. 10361 Chandler Blvd., N. Hollywood, Cal. (ST 7-5384)
 McGraw-Hill Publishing Company 320 West 42nd Street, New York, N.Y. (LO 4-3090)

National Birth Record Company 16 West 10th Street, N. Y. 11, N. Y. (OR 5-5760)
 National Business Lists Associates 340 West Fulton Street, Chicago 6, Illinois
 Occupant Mailing Lists of America 229 North 4th Street, Columbus, Ohio
 Official Catholic Directory 15 Barclay St., N. Y. 6, N. Y. (BA 7-2900)
 Palmer Lists 2432 Grand Concourse, N. Y. 38, N. Y. (RE 3-2446)
 R. L. Polk & Co. Howard Street, Detroit 31, Michigan (WO 1-9470)
 William M. Profit Associates 42 Main St., Orange, N.J. (OR 7-1200)
 R. L. Hashmir 3410 Caluenga Blvd., N. Hollywood, Calif. (PO 6-9330)
 Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PI 6-1837)
 Research Projects, Inc. 35 West 13th St., New York, N. Y. (JU 2-0830)
 The Speed Address Co. 48-61 42nd St., Long Island City & N. Y. (ST 4-5922)
 William Stroth, Jr. 368-370 54th St., West New York, N. J. (UN 4-4800)
 W. E. Watson Corp. 23 Halse Ave., Freeport, N. Y. (FR 9-8312)
 Zeller and Leica, Inc. 15 East 36th St., N. Y. 18, N. Y. (MU 6-0278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-6682)

MARKET RESEARCH — STRATIFICATION

Samuel Fitzsimmons & Co. 545 Fifth Avenue, New York 17, New York (MU 7-6805)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells Street, Chicago 6, Ill. (ST 2-7800)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. 4444 Cass Ave., Detroit 1, Michigan (TE 3-0500)
 Occupant Mailing Lists of America 239 North 4th Street, Columbus, Ohio

PAPER MANUFACTURERS

American Writing Paper Corp. Holyoke, Mass. (HO 4-4544)
 Appleton Coated Paper Co. 1230 N. Meade St., Appleton, Wis. (41454)
 Bergstrom Paper Company Neenah, Wisconsin
 Curtis Paper Company Newark, Delaware (EN 8-8514)
 Eastern Corporation Bangor, Maine (Tel. 8221)
 Fletcher Paper Company 20 North Wacker Drive, Chicago 6, Illinois
 Fraser Paper Limited 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0380)
 Hammermill Paper Co. Erie, Pa. (Tel. 4-7101)
 Howard Paper Mills, Inc. 115 Columbia St., Dayton 7, Ohio
 International Paper Co. 229 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)
 Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-3311)
 Mead Papers, Inc. 118 West First Street, Dayton 2, Ohio
 Mohawk Paper Company Cohoes, N. Y.
 Neenah-Edwards Paper Co. Port Edwards, Wis. (Tel. 3111)
 New York & Pennsylvania Co. 230 Park Avenue, New York 17, N. Y. (PL 1-4250)
 Peninsular Paper Co. Tullahoma, Mich. (HU 2-3600)
 Rex Paper Co. Kalamazoo, Mich. (PI 2-0151)
 Rising Paper Co. Housatonic, Mass. (HO 471)
 The Serr Paper Company Middleboro, Ohio
 S. D. Warren Company 80 Broad Street, Boston 1, Massachusetts

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-4885)

POST CARDS

CURTCHCOLLOR 3-D by Curt Teich & Co., Inc. 1739 W. Irving Park Road, Chicago 13, Illinois (BU 1-0000)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Black Oak Press 2325 Durbin Street, Black Oak, Gary, Indiana
 Colorstone 2412 17th Street N.W., Washington, D. C.
 Marblehead Printing Company 225 Varick Street, New York 14, N. Y. (WA 4-8600)
 Neo Printing Co., Inc. 92 Ives Lane, Hackensack, New Jersey (HU 9-5650)
 Paradise Printers Paradise, Pa. (OV 7-3800)

PRINTING EQUIPMENT

B. Verner & Co., Inc. 52 Duane Street, New York 7, N. Y. (BA 7-1446)

PRINTING-OFFSET LITHOGRAPHY

Goes Lithographing Company 42 West 61st Street, Chicago 21, Illinois

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis 983 E. Powell Avenue, Evansville 13, Ind. (HA 2-8794)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Place, Baltimore 2, Md. (PL 2-4886)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates 1745 Broadway, New York, N. Y. (JU 6-3530)
 Clear Cut Duplicating Co. 149 Broadway, New York 6, N. Y. (DI 9-4664)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates 1745 Broadway, New York, N. Y. (JU 6-3530)
 Globe Fulfillment Corporation 146 W. 23rd St., N. Y. 11, N. Y. (OR 5-4650)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9906 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry F. Henrichs Publications, The House of Sunshine Litchfield, Ill. (284)

TRADE ASSOCIATIONS

Association of First Class Mailers 211 Wyatt Building, Washington 5, D. C.
 Associated Third Class Mail Users, 1406 G St., N. W., Wash. 5, D. C. (ME 8-2447)
 Direct Mail Advertising Assn. 3 E. 57th St., N. Y. 22 (MU 8-7088)
 MRAA International 18129 James Avenue, Detroit 2, Mich. (TW 6-8500)
 Parcel Post Association 1913 Woodward Building, Washington 5, D. C.

TYPOGRAPHERS

Amsterdam Continental Types & Graphic Equip., Inc. See Fourth Ave., N. Y. 5, N. Y. (SP 4990)
 Rapid Typographers, Inc. 305 East 60th Street, N.Y. 17, N. Y. (MU 8-2445)

Artemis

Text
and Cover



MAY MORNING, A LITHOGRAPH BY STOW WENGENROTH

The richly textured surface of *Artemis Text* can add an extra dimension of quality to the printed piece. . . . Regular white and seven colors—plus the new *Radiant white*—offer a wide choice of effective backgrounds to the designer and producer of fine printing. . . . Text and cover weights in deckle edge and plain edge.

Mohawk
Paper Mills

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THIS IS A GOOD MONTH to talk about TAXES... since nearly everyone was talking or worrying about them as the April 15 deadline approached. Wonder how many billion man hours are lost each year as millions of us scratch our heads, sharpen our pencils, search our conscience...trying to put our innermost family and business secrets into the maze of questions? We sometimes wonder also how much real *freedom* any of us have left. More and more we live in a goldfish bowl... must report to some agency on practically everything we do. Running a business has become primarily an accounting procedure...reporting on withholding taxes, Social Security, minimum wage requirements, insurance programs, deductible expenses and what not to an overlapping and increasing accumulation of federal, state and local bureaus.

In many small businesses, people who formerly devoted their time to revenue-producing activities, now spend most of their working hours keeping records and making out reports to the agencies whose snoopers and overhead eat up a big hunk of our tax money. It's actually double taxation. We not only pay the taxes, but we pay nearly as much if not more for keeping the records and reporting the taxes. Look at what has been happening in New York State, when the legislature suddenly passed a withholding tax and gave employers less than a month to install necessary accounting systems. There was near panic in many organizations. Surely, there should be a simpler way to finance government...some overall, easily administered tax. If the trend continues, as it probably will, all of us will have lost the freedom of our boasted "American way of life." There won't be such a thing as individual privacy.

Right now, we are all subject to examination of our homes, businesses, belongings and intimate records by a host of investigators. The investigators, in turn, are urging our neighbors, friends and business contacts to become tattlers for a reward. Many of the taxes and reports are unfair. For instance, here in Florida, supposedly the mecca for retired people, there is an intangible tax on bank deposits and all stock and bond holdings. In other words, the more you have saved for retirement or old age, the more tax you must pay.

And all over the country, tax-hungry states and localities are searching for ways to tax us more. Out in Columbus, Reid Vance and his Ohio Printers Federation are fighting a real threat to tax all printed promotional literature. In spite of the Baltimore fiasco, other states are working toward taxes on advertising. The Advertising Federation of American is doing a good job of combating these efforts.

One of the silliest ventures has occurred in Michigan, where the "revenooers" are attempting to tax lettershops under the "Business Activities Tax" for the money they collect for paying customers' postage on mailings. Detroit Mail Advertising Service Assn. members are fighting

it...but some have already paid under protest. Tax people claim only way to avoid it is to have customer make payment for postage direct to post office. If letter-shop pays it (and collects) must pay tax. How silly can they get?

One of the worst threats to direct mail...is the increasing pressure by state governments to collect sales taxes on merchandise shipments into their state. A recent Supreme Court ruling has stirred up a hornet's nest. The ruling said in effect that any state may tax a company on income earned in the state even if the company has no office, inventories or facilities there. This is dynamite. It could wreck all mail order enterprises...keeping records, collecting taxes, making payments to each tax-hungry individual state. We think it constitutes illegal interference with doing business by mail.

I'm looking forward to meeting again and hearing Morton Simon, the Philadelphia lawyer, at the 4th District Advertising Federation of America convention. By the time this issue of *The Reporter* is off the press, I'll be attending that convention at the Tides Hotel in Madeira Beach, Fla. Morton, who wrote the authoritative book, "The Law for Advertising and Marketing," is coming down to talk about the state tax threats to direct mail. We'll report later. But something must be done soon to counteract the situation...either more cases to the Supreme Court for clearer definitions of state taxing power...or action by the Congress to put brakes on disruption of interstate commerce.

While we're talking about income taxes...wonder how many of you know the history of this headache producer? During the Civil War, the Lincoln administration developed a simple withholding tax...a federal levy of 3% on all net incomes from \$600 to \$10,000 and 5% on all above the latter. Doctors and lawyers paid only \$10 each irrespective of income. Levy was abolished after war's end.

The Congress passed first inclusive income tax in 1894 (the year I was born). The first \$4,000 of net income was exempt...a tax of 2% on everything above that. The forms were printed and distributed for the tax year of 1894...but not a cent was collected. The Supreme Court declared the tax law unconstitutional after batteries of lawyers had denounced it as an attempt to "spoliate private property" that would "ultimately wreck the American Republic." Sixty-five years later, there are many people still claiming that income taxes and the methods of collecting are an invasion of privacy. Most of the experts agree that it will probably get much worse before it has any chance of getting better.

It would be wonderful if we could all get on with the job of producing and selling...and not worrying about an investigator peering over our shoulder.

BOB DELAY deserves a salute for the way he has taken hold during his first two months as new president of the Direct Mail Advertising Assn. According to visitors on the front porch and

many letters received, his bulletins and appearances all over the map have been making a good impression. He has the background, youth and enthusiasm to make the old DMAA shift into high gear. Just hope he won't wear himself out trying to do too much too quickly. Bob is getting two important assists. Huntley Geddes of R. L. Polk & Co., Detroit has undertaken a needed research program you'll hear more about later. And Doug Mahoney has silenced all former criticism of convention handling and promotion. I was among the critics who deplored the late and sometimes futile convention preparations. I'll keep quiet this year for sure. Doug started early in 1959 to promote by mail the convention at the Queen Elizabeth in Montreal (September 13-16). He, together with Bob DeLay, is supplying The Reporter with adequate information about advance planning. His convention program is just about completed. There is plenty of fire and enthusiasm. So . . . we have no kicks. Not even a suggestion. We are looking forward to a fine time in Montreal, especially to meeting up again with an old advertising friend who will be the featured speaker at the opening luncheon. He is the Honourable William (Bill) Hamilton, now the Postmaster General of Canada . . . a PMG everyone seems to respect and admire. Reporter suite has been reserved . . . so we'll be open for hospitality as usual.

WOULD LIKE TO FIND OUT how much the use of inserts in statements has increased since first class postage was increased to 4c per ounce. Can any of the printers, insurance, merchants, or bankers associations tell us? Might make an interesting story if we could get the facts. Printers especially could use the situation to get more business. Everyone should know that the average letter weighs much less than an ounce. Statements and invoices probably average less than a half-ounce and billions are mailed each year by business firms. One of our readers, Gerhard Kern of Feller's store, 301 Market St., Harrisburg, Pa. writes that he is primarily concerned in developing enclosures used in monthly statements. He says: "I operate on the premise, 'Don't pay postage for a statement without taking advantage of the fact that the same statement will carry a piece of seasonal publicity.'" Let's hear from more of you on the subject.

THIS IS A REMINDER to those of you who at times like to mail material from a distant post office so that you can capitalize on a unique post office cancellation. Remember, post office salaries are based on amount of revenue collected. So if you intend to mail your pieces from Valentine, Christmas, Santa Claus, Aloha, etc. . . . it's only fair to purchase your stamps ahead of time from the local postmaster. Attach stamps to pieces, pack them and ship by parcel post to postmaster with note saying stamps purchased from him. He or his clerks will unpack, cancel and mail. But don't specify any rush mailing date, for in many of the smaller post offices, cancellations must be done by hand. All of this applies to regular mail only. Third class bulk mailings from a distant post office require payment of annual permit fee, and depositing in the mail must be handled by an agent of the mailer.

I'M GLAD TO SEE some of the trade papers protesting out loud against the tactics of some of the public relations people who send out press releases. Denny Griswold, publisher and editor of "Public Relations News," exposed the sorry mess in a recent issue. Strong language. The Reporter has protested often against bad practices with press releases . . . because press releases are actually direct mail. Their purpose is to "sell" publicity. But in many cases, the preparation and handling of these releases must be turned over to the freshest cub in the advertising or public relations office . . . to a neophyte who doesn't understand "selling" or good ethics.

All editors like to get press releases. That's where we get news and new ideas. But what riles the editor is . . . to be followed up by an asinine phone call, "Did you get our release?" or "When will it be printed?" And especially when there is an implied threat that the use or non-use of the release will have a bearing on future advertising. Many editors receive hundreds of press releases a day or a week. They are all screened. Some are thrown away . . . others are routed to writers for handling or further investigation. Within a day or two after

receipts, very few editors can tell a followup telephone pest exactly what has happened to a release . . . unless it concerned some world-shaking material.

Here is a project for the Public Relations associations and for the teachers of advertising and journalism. Train your beginners (and professionals who should know better) to handle press releases just as carefully and considerately as they would handle any direct mail selling campaign. And don't insult the intelligence of the recipients by high-pressure followups. And one other piece of advice: Press release writers should plan as carefully as the writer of a sales letter. Brief the essential information at start . . . then amplify if necessary. But in amplification have important points follow logically. One five-page press release reached us recently which deserved a Short Note of ten or fifteen lines . . . but it consumed about a half-hour of time turning from one page to another and back to dig out the newsworthy details. And then the public relations agency forgot to include the client's business address. I, for one, hope the trade press will keep on hammering against abuses in the press release "direct mail" field.

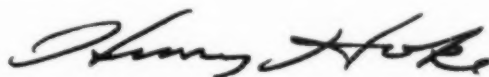
ROBOT EXECUTIVES are a threat to American industry, according to a speech made by Louis E. Wolfson, president and chairman of the board, Merritt-Chapman & Scott Corp., New York, before the Sales Executives Council of the Louisville Chamber of Commerce. Enjoyed reading a reprint of this talk . . . available from Louisville Chamber of Commerce, 300 W. Liberty St., Louisville 2, Ky. Mr. Wolfson "deplored the fact that, while students have the ability and education to enter new enterprises, they do not have the motivation. Lack of motivation to pioneer, to create, to take a chance, to be enterprisers in the best sense of the word!" He continued: "If that characterizes those now formally preparing themselves for business leadership, if it is present also in thousands of others who each year enter business by avenues other than our university and college business schools, whose fault is it? What can be done to instill the missing urge and recapture the American pioneer spirit? Most important, what meaning does such a lack of the pioneering spirit portend for the future of America and our American system? In net, are robot executives a growing threat to American industry? I think we must all agree they are."

It all sounds familiar. The Reporter has been crusading for years against conformity in direct mail work. Advertising executives in each field tend to conform to a pattern developed by all others in their own fields. Publishers' promotions look alike. So do those of most industrial advertisers and of hotels and resorts. Everyone is afraid to be different, except for a few hardy souls reported at times in this magazine. And, not surprisingly, the non-conformists seem to get better results.

Last year when I talked before the Florida Express Fruit Shippers Assn., I was surprised at the conformity of most of the members. Their promotion pieces all looked alike. Most used the same syndicated color illustrations and what was worse, nearly all mailed to their customer and prospect lists *only once a year*. Holiday season . . . when everyone else was mailing. I've learned that a very few converts were made. One of our nearby fruit shippers has embarked on a once-a-month mailing program to all former customers . . . with a Jack Carr "cordial contact" type of promotion. The letters are good. I certainly hope the plan works . . . or this adviser will be in the dog house.

At any rate . . . we'll have our eyes peeled for the best examples of non-conformity . . . for the direct mail entrepreneurs who refuse to be Robot Executives and who dare to be different.

Good luck, always.



3 Bluff View Drive
Clearwater, Florida
Telephone: JUniper 4-3343

WAKE UP TO *Sleeping Beauty*

INVISIBLE

GUMMING

18,000
INCHES
PLUS PER ROLL

**THE GUMMING SLEEPS
'TIL KISSED BY WATER!**

E-X-C-I-T-E-M-E-N-T is the only word that describes the Nationwide reception of this fabulous new product. Truly this is the gummed list paper that makes all other ordinary gumming obsolete. This material on a pure white English Finish has a character of its own — **it handles like ordinary paper as if it were not gummed at all.** Printing does not smear! **SLEEPING BEAUTY** eliminates all of the hazards of ordinary gumming. Buy it in large quantities and stock it with confidence.

- Guaranteed **not to curl** when stored indefinitely.
- Can be handled for sorting in humid weather.
- Cuts easier and sticks more securely at high speeds.
- Positively sticks to coated papers with ease.
- Does not smear the address.
- Mailing pieces cannot stick together from smearing glue.
- Trouble free separation on high-speed labeling heads.

PLEASE SHIP POSTAGE PREPAID

2 1/2"x10" 1 1/2"x8" TRIAL ROLL
OF YOUR NEW MIRACLE GUMMED LABEL STOCK

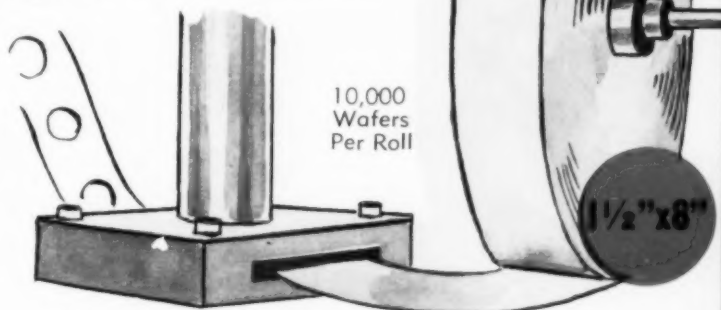
be billed at the 100 roll price which can be returned without usage for credit if not entirely satisfactory.

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Ad Life, Inc., 278 Roxbury St., Boston 19, Mass.



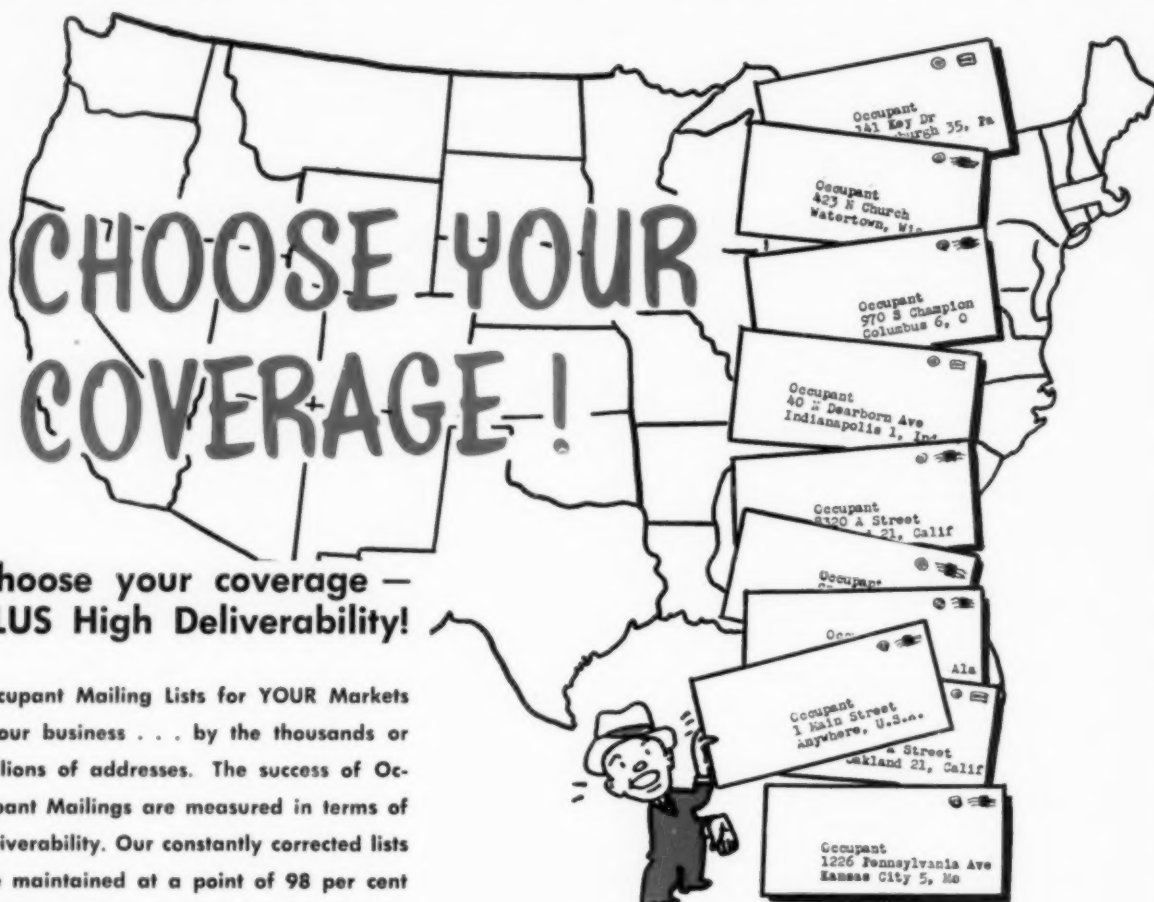
The wafer sealing wonder strip that sticks to coated papers or any other kind of stock with certainty.

COLORS: Red, blue, goldenrod, strawberry pink

AD LIFE INCORPORATED

ROXBURY STREET, BOSTON 19, MASS.

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Choose your coverage — PLUS High Deliverability!

Occupant Mailing Lists for YOUR Markets is our business . . . by the thousands or millions of addresses. The success of Occupant Mailings are measured in terms of deliverability. Our constantly corrected lists are maintained at a point of 98 per cent accuracy. We are one of the largest compilers of HIGH DELIVERABILITY Occupant Lists in the country and our services are always quickly available to you.

Only HIGH DELIVERABILITY in the Occupant Mailing Markets You Choose makes your mailing dollar worth a dollar.

Our "tailored to your request" market mailing data will provide you with comparative statistics on Sales Management — Census Bureau and Post Office mailing counts and OMLA's guaranteed delivery. These modern digests of mailing data are yours for the asking — prepared for the markets you choose.

See our full page advertisement on Page 4 of the 1958 Sales Management, Survey of Buying Power.



OCCUPANT MAILING LISTS OF AMERICA, INC.

Division of W. A. Storing Co.

OCCUPANT LIST COMPILERS - MAILERS

S. L. "Les" Cullman, Pres.
W. A. "Will" Storing, Treas.

239 N. 4th St.
Columbus 15, Ohio
CApital 4-8893

ADULT

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